



Miranda Paster <miranda.paster@lacity.org>

Venice BID

10 messages

Laura McLennan <laura.mclennan@lacity.org>

Fri, Sep 23, 2016 at 9:04 AM

To: Holly Wolcott <holly.wolcott@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

Hi there team City Clerk,

So, is the letter final?

Will you be sending them out today?

My question is about the dates for council public hearing and ballot tabulation — what if we push it back to after Thanksgiving?

The days of Nov. 29 and 30th instead of the 8th and 9th?

How does that impact the overall schedule for the BID, should it pass?

thx



Laura McLennan

Deputy Chief of Staff

Councilmember Mike Bonin

City of Los Angeles

213-473-7011 | www.11thdistrict.com



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Holly Wolcott <holly.wolcott@lacity.org>

Fri, Sep 23, 2016 at 9:53 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

I do not recommend changing the date to later. This will delay billing and ultimately impact funds available for the BID to start,

[Quoted text hidden]



City Clerk

City of Los Angeles
200 North Spring Street, Rm. 360
Los Angeles, CA 90012

Holly L. Wolcott

Email: holly.wolcott@lacity.org

Phone: [213-978-1020](tel:213-978-1020)



Laura McLennan <laura.mclennan@lacity.org>

Fri, Sep 23, 2016 at 9:58 AM

To: Holly Wolcott <holly.wolcott@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Debbie DynereHarris <debbie.dynereharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

yes...

thanks

we're just letting our boss know the lay of the land, and hopefully we will not delay.

but if he wants to, what is the drop dead time for us to tell you?

Since Miranda told me that the letter/ballot was being sent out today?

[Quoted text hidden]

Holly Wolcott <holly.wolcott@lacity.org>

Fri, Sep 23, 2016 at 10:31 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynereHarris <debbie.dynereharris@lacity.org>

Yeah....Shannon is checking but i am guessing its too late.

[Quoted text hidden]

Shannon Hoppes <shannon.hoppes@lacity.org>

Fri, Sep 23, 2016 at 11:04 AM

To: Holly Wolcott <holly.wolcott@lacity.org>

Cc: Laura McLennan <laura.mclennan@lacity.org>, Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Debbie DynereHarris <debbie.dynereharris@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

It's already at the mail room.

Shannon Hoppes

Email: shannon.hoppes@lacity.org

Phone: [213-978-1023](tel:213-978-1023)

**Executive Officer
Office of the City Clerk**

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Laura McLennan <laura.mclennan@lacity.org>

Fri, Sep 23, 2016 at 11:07 AM

To: Shannon Hoppes <shannon.hoppes@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>, Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

can you pls send us a copy?

[Quoted text hidden]

Shannon Hoppes <shannon.hoppes@lacity.org>

Fri, Sep 23, 2016 at 11:08 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>, Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>, Rita Moreno <rita.moreno@lacity.org>

Of course!

Shannon Hoppes

Email: shannon.hoppes@lacity.org

Phone: [213-978-1023](tel:213-978-1023)

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[Quoted text hidden]

Rita Moreno <rita.moreno@lacity.org>

Fri, Sep 23, 2016 at 11:14 AM

To: Shannon Hoppes <shannon.hoppes@lacity.org>

Cc: Laura McLennan <laura.mclennan@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>, Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Attached is what is included in the Public Notice Packet. Not attached is the actual ballot and the return envelope.

[Quoted text hidden]

--

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130

4 attachments

 **Letter to Property Owners.pdf**
396K

 **Venice Beach 2017 New Public Hearing Notice.pdf**
152K

 **Ballot Instructions 2016.pdf**
435K

 **VB 2016 MDP Summary.pdf**
1515K

Debbie Dyner Harris <debbie.dynerharris@lacity.org>

Fri, Sep 23, 2016 at 3:44 PM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Laura McLennan <laura.mclennan@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>, Tara Devine <tara@devine-strategies.com>, Miranda Paster <miranda.paster@lacity.org>, Rosemary Hinkson <rosemary.hinkson@lacity.org>

Thank you

[Quoted text hidden]

--



Debbie Dyner Harris
District Director
Councilmember Mike Bonin
City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Miranda Paster <miranda.paster@lacity.org>

Mon, Sep 26, 2016 at 4:02 PM

To: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

fyi

[Quoted text hidden]

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Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png



Miranda Paster <miranda.paster@lacity.org>

Venice BID

8 messages

Laura McLennan <laura.mclennan@lacity.org>

Wed, Sep 21, 2016 at 9:33 AM

To: Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>, Debbie DynertHarris <debbie.dynertHarris@lacity.org>

Morning,

I am told that the Mayor should be signing the Venice BID ordinance today.

Once he does, what are your next steps?

Ballots/Letters get mailed how soon?
within a week or two?

I want to be able to let our folks know when to expect to receive them in the mail...
and tell me again, the ballots have to be out in circulation for 45 days, yes?
by law?

--

--



Laura McLennan
Deputy Chief of Staff
Councilmember Mike Bonin
City of Los Angeles
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Holly Wolcott <holly.wolcott@lacity.org>

Wed, Sep 21, 2016 at 9:35 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>, Debbie DynertHarris <debbie.dynertHarris@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>

I am adding Shannon to the email as i am on jury duty. Thanks

Holly

[Quoted text hidden]

Laura McLennan <laura.mclennan@lacity.org>

Wed, Sep 21, 2016 at 9:59 AM

To: Holly Wolcott <holly.wolcott@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>

right...
thx

[Quoted text hidden]

Shannon Hoppes <shannon.hoppes@lacity.org>

Wed, Sep 21, 2016 at 10:11 AM

To: Rita Moreno <rita.moreno@lacity.org>, "Paster, Miranda" <miranda.paster@lacity.org>

Can either of you let me know the answers or please call CD 11....Laura said she tried to reach Miranda. I have the letter that looks like it's going out on the 23rd....it's ready for pick up, BTW.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Wed, Sep 21, 2016 at 11:01 AM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>

Good Morning.

After we get the signed Ordinance of Intention, we add the Public Hearing Date. The Ordinance will be published. We plan to mail out the letters/notices/ballots to the stakeholders tomorrow. The Public Hearing is planned for November 8, 2016

Pursuant to Government Code 53750, the notices of public hearing must be mailed at least 45 days prior to the date of the public hearing.

[Quoted text hidden]

--
Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Miranda Paster <miranda.paster@lacity.org>

Wed, Sep 21, 2016 at 11:20 AM

To: Shannon Hoppes <shannon.hoppes@lacity.org>

Rita is coming in late today.

[Quoted text hidden]

--
Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Rita Moreno <rita.moreno@lacity.org>

Wed, Sep 21, 2016 at 11:35 AM

To: Shannon Hoppes <shannon.hoppes@lacity.org>

Cc: "Paster, Miranda" <miranda.paster@lacity.org>

Just left Laura a message. The notice will go out tomorrow and the public hearing will be held on Nov. 8th (election day). The ballot results and the OOE will go to Council the next day.

On Wed, Sep 21, 2016 at 10:11 AM, Shannon Hoppes <shannon.hoppes@lacity.org> wrote:

[Quoted text hidden]

--
Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237

Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130

Miranda Paster <miranda.paster@lacity.org>
To: Rita Moreno <rita.moreno@lacity.org>

Wed, Sep 21, 2016 at 11:38 AM

FYI

----- Forwarded message -----

From: **Miranda Paster** <miranda.paster@lacity.org>

Date: Wed, Sep 21, 2016 at 11:01 AM

Subject: Re: Venice BID

[Quoted text hidden]

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

Venice BID

2 messages

Laura McLennan <laura.mclennan@lacity.org>

Tue, Aug 30, 2016 at 5:19 PM

To: Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Cc: Debbie DyerHarris <debbie.dyerharris@lacity.org>

Hi there,

Are you both free to discuss next steps tomorrow morning?

Debbie and I need to plot out the calendar for the Councilmember so we'd like to go over dates, etc.

thx



Laura McLennan

Deputy Chief of Staff

Councilmember Mike Bonin

City of Los Angeles

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Miranda Paster <miranda.paster@lacity.org>

Tue, Aug 30, 2016 at 5:26 PM

To: Laura McLennan <laura.mclennan@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>

Hi Laura. I am free after 12.

Thanks.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png



Miranda Paster <miranda.paster@lacity.org>

Re: Venice BID Property Info - HCIDLA Review/Updates

5 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, Aug 22, 2016 at 3:48 PM

To: Susan Gosden <susan.gosden@lacity.org>, Brittanya Murillo <brittanya.murillo@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>

Hello, I was wondering if you could tell me if these properties listed below have affordable housing covenants? And if we wanted to check in our Business Improvement boundaries for others, is there a mechanism to do that? I don't mean the list I shared previously, but our entire BID area. The list I sent was just a small approx. one block area. The BID is much larger.

345 4th Avenue
151 Ocean Front Walk

Thank you so much,
Debbie

On Mon, Aug 22, 2016 at 9:12 AM, Susan Gosden <susan.gosden@lacity.org> wrote:

I forwarded your request to our Occupancy Monitoring Section, Brittanya Murillo. I also "shared" the Google document with her.

She will have staff review and reply.

On Mon, Aug 22, 2016 at 9:00 AM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

this is excellent, thank you so much. If I give you a few addresses, is it possible to know if they have covenants on the properties limiting them to affordable housing?
Debbie

On Mon, Aug 22, 2016 at 7:06 AM, Susan Gosden <susan.gosden@lacity.org> wrote:

Good morning,

HCIDLA reviewed the Google doc and created the attached Excel spreadsheet.

The spreadsheet contains information on the RSO status of each property as well as the number of residential units. Non-RSO and commercial use property information is also included.

Also note that there were several entries that were duplicates (duplicate addresses and APNs) and these have also been noted.

If you need further information, please contact me at (213) 808-8503.

--

Susan Gosden, Senior Management Analyst II

LOS ANGELES HOUSING & COMMUNITY INVESTMENT DEPARTMENT (HCIDLA)

Rent Stabilization Division

☎️📧 213.808.8503 | 📠 213.808.8990 | 📧 susan.gosden@lacity.org

--

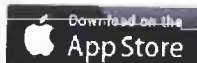


Debbie Dyner Harris
District Director
Councilmember Mike Bonin
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Susan Gosden, Senior Management Analyst II

LOS ANGELES HOUSING & COMMUNITY INVESTMENT DEPARTMENT (HCIDLA)

Rent Stabilization Division

☎ 213.808.8503 | Fax: 213.808.8990 | Email: susan.gosden@lacity.org



Debbie Dyner Harris
District Director
Councilmember Mike Bonin
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Miranda Paster <miranda.paster@lacity.org>

Proposed Venice BID & Residential Properties Zoned Commercial

21 messages

William Kuel <exnihilo65@verizon.net>

Wed, Jul 27, 2016 at 9:27 AM

To: Holly.Wolcott@lacity.org, councilmember.bonin@lacity.org, debbie.dynerrharris@lacity.org, miranda.paster@lacity.org

Cc: Tara Devine <tara@devine-strategies.com>

Hi, my wife and I mailed certified the letter and map below (also attached) on July 15 to everyone in the address line and have not heard any response as yet. Please contact us in some form to let us know if we have any options.

Thank you,
Bill & Laura Kuel

July 14, 2016

Holly Wolcott, City Clerk
200 N. Spring St., Room 360
Los Angeles, CA 90012

RE: Venice BID & 1307 Innes Place, Venice, CA 90291; APN: [4238011022](#)

Dear Ms. Wolcott,

Upon the advice of Tara Devine of Devine Strategies, this letter is addressed to you with copies sent to The Honorable Mike Bonin, Debbie Dynerr-Harris, and Miranda Paster.

We are writing because of the proposed Venice BID and the adverse impact it will have on our property. Based upon the state and city laws that Ms. Devine has cited us, the inclusion of our property, along with the adjacent property at 120 Westminster (and many others, we're sure) strikes us as arbitrary and inherently unfair.

While the concept of a Venice BID is sound in principal, and apparently effective in other parts of Los Angeles and the rest of the country, it's application would place undue hardship on our ability to continue offering residential rentals. We have owned, lived in and managed a small fourplex, under rent control, in Venice for the past 20 years and, at present, lease out two of the units—both at below market rent.

The BID incorporates all commercial, industrial, and government-zoned parcels, but exempts all residential-zoned parcels except R4 and R5 (of which the Venice BID area has none, according to Ms. Devine). It is our misfortune that our parcel is, for whatever reason, zoned C4. The apartment building on our lot was built by Abbot Kinney in 1910 and has always, and only, operated as four small one-bedroom apartments. The larger multi-unit building next door at 120 Westminster has over a dozen units and is of similar age and always been used for residential purposes, but is zoned commercial as well.

Directly across the back alleyway (Park Row) from both buildings, there are two other multi-unit apartment buildings at 1302 & 1304 Pacific Ave., each with 7 or more units (we believe), but they are zoned residential. If you look at the enclosed proposed Venice BID map, you can see how they are exempted by a carved-out, zig-zag U-shape in our immediate area. Meanwhile, all the other parcels between Speedway and Pacific (all the way to Main on the other side of the Westminster dog park, including all the rest of Innes Place going northwest) are zoned residential and are exempt. Many of these properties are multi-unit rentals operated by absentee owners and/or professional management companies.

The proposed BID assesses our parcel not only on street frontage, but also on the alleyway, for a total of just under \$2,200 per annum. This represents a full 42% increase in our property taxes from 2014-15. Given the age of our fourplex, we are already hard-pressed financially to maintain the property in sound condition (which we do and will continue to, regardless). Also, in the interests of attracting and maintaining good long-term tenants, we have consistently offered the rental units at below market rents and do not raise the rents every 12 months, as we're allowed to under rent control. We occupy the other 2 units as our home.

At the same time, other multi-units in the area, including at least one of the aforementioned exempt buildings on Pacific, are running illegal Air BnB-type short-term rentals (this is another issue in itself, as many of their guests often party loudly late into the night, vomiting and urinating off the balconies). At least two of the originators of the BID proposal are being sued by the city for running illegal hotels. Their properties are not exempt, but if they were converted back to apartment buildings they would face larger tax bills, making it harder to offer affordable units. In any event, they are large beachside properties that I'm sure would command top rents. If you are interested in maintaining any semblance of affordable rental housing in Venice, you may wish to consider the impact of the BID on the small mom & pop residential operations such as ours that are included in the BID. Our current and future tenants will most likely have to share some or all of the brunt of the BID in terms of their monthly rent.

Our real dilemma is that there is apparently no redress under current state and city law to address our particular situation. I quote Ms. Devine:

"Here's what I do know:

- Regardless of whose decision it is, the City does not allow LA BIDs to include R-zoned properties within BID boundaries unless they are R4 or R5. (NOTE: There is currently no R4 or R5 within the area of the Venice BID; Venice may not even have any R4 or R5.)
 - I have been told that R4 and R5 are eligible to be included and assessed because those zones allow mixed-use in LA (most commonly, this = residential over commercial.)
 - Other cities in California interpret the state law differently.
 - California BIDs are governed by the Property and Business Improvement District Act of 1994 (California Streets and Highways Code Section 36000 et seq.) (sic). The residential issue is (sic) in Section 36632(c), which states:
'Properties zoned solely for residential use, or that are zoned for agricultural use, are conclusively presumed not to benefit from the improvements and service funded through these assessments, and shall not be subject to any assessment pursuant to this part.'
 - No further reasoning or guidance is given in the statute (so as with many laws, we are left open to interpretations.)
- P.S. Note that ZONING is the determinant and not use. This is per state law, and no city in CA can abridge this without being in violation of state law. I suspect that your issue will circle back to this point."

We could stomach the assessment much easier if all properties in the proposed BID, meaning ALL multi-unit residential-zoned parcels, were included, but as such, we feel singled-out to have to, in effect, subsidize all these other exempt residential properties with the substantially higher property taxes we will face.

We would greatly appreciate any suggestions on options we may have, including seeking a zoning-change, if necessary. Other than the fact that our parcel is relatively close to the center of Venice near Windward Circle, where "downtown" Venice is or used to be, we don't know why our residential property was zoned C4 to begin with.

Thank you for your time and consideration.

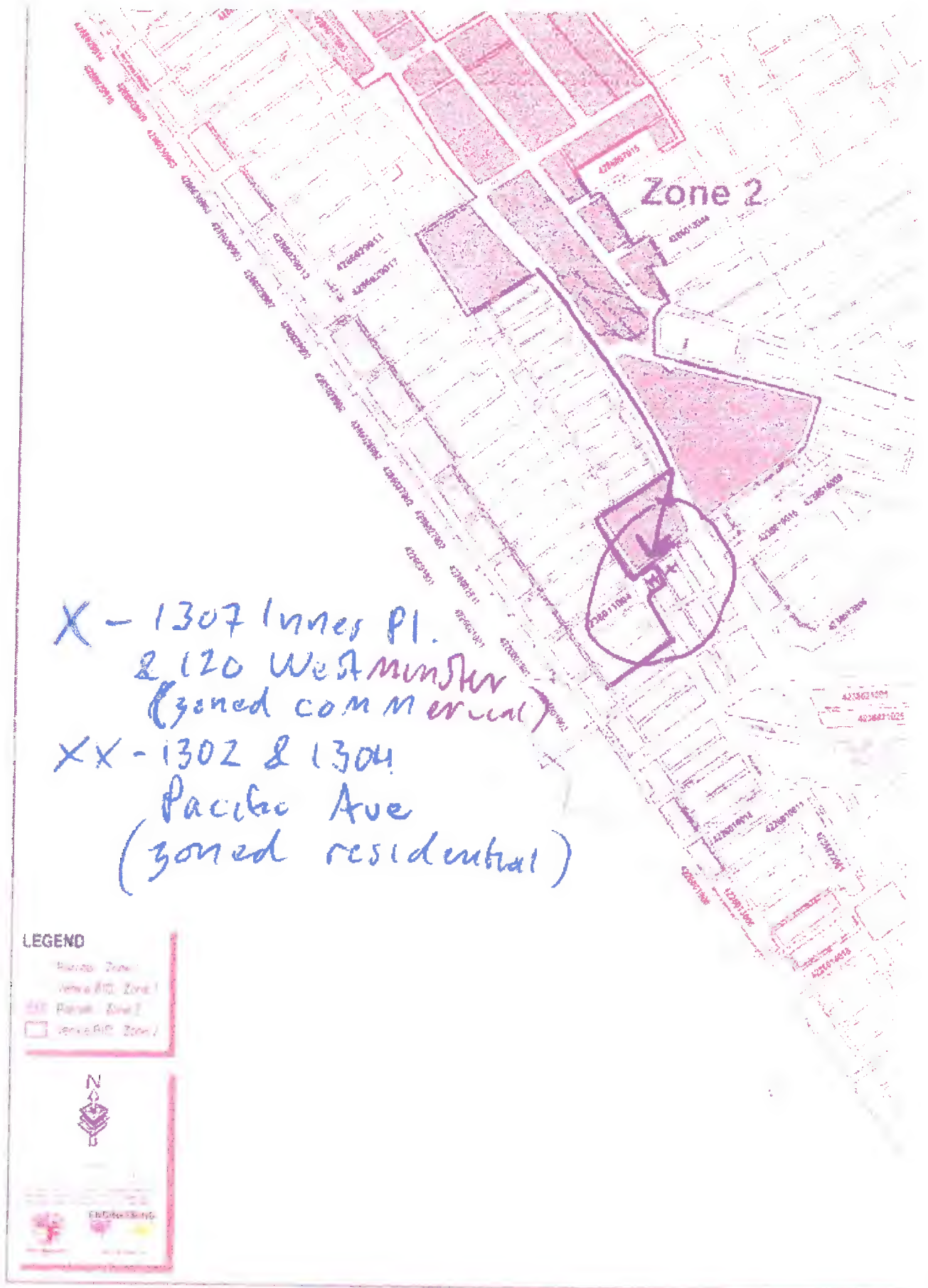
Sincerely,

William & Laura Kuel

cc: The Honorable Mike Bonin; Debbie Dyner-Harris; Miranda Paster; Andrew Sanesi; Tara Devine

Proposed Venice BID

City of Los Angeles



X - 1307 Inner Pl.
& 120 Westminster
(zoned commercial)

XX - 1302 & 1304
Pacific Ave
(zoned residential)

venice bid proposal map.jpg
1262K

 venice bid letter to city officials.doc
28K

Holly Wolcott <holly.wolcott@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>
Cc: Shannon Hoppes <shannon.hoppes@lacity.org>

Wed, Jul 27, 2016 at 9:29 AM

Miranda,

Please assist and let us know the answer.

Thanks.

Holly

[Quoted text hidden]

2 attachments

Proposed Venice Beach BID

venice bid proposal map.jpg
1262K

 venice bid letter to city officials.doc
28K

Shannon Hoppes <shannon.hoppes@lacity.org>
To: Rick Scott <rick.scott@lacity.org>
Cc: "Paster, Miranda" <miranda.paster@lacity.org>

Wed, Jul 27, 2016 at 9:30 AM

Hi, Rick. Can you assist with this? Thanks!

Shannon Hoppes

Email: shannon.hoppes@lacity.org

Phone: [213-978-1023](tel:213-978-1023)

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Office of the City Clerk**

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[Quoted text hidden]

2 attachments

 **Proposed Venice Beach BID**

 **venice bid proposal map.jpg**
1262K

 **venice bid letter to city officials.doc**
28K

Rita Moreno <rita.moreno@lacity.org>

To: exnihilo65@verizon.net

Wed, Jul 27, 2016 at 2:23 PM

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

We received the letter and will send you a written response today via email and USPS. Please excuse the delay.

Thank you.

Rita

----- Forwarded message -----

From: **Holly Wolcott** <holly.wolcott@lacity.org>

[Quoted text hidden]

—
Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130

Debbie DynerHarris <debbie.dynerharris@lacity.org>

To: Rita Moreno <rita.moreno@lacity.org>

Wed, Jul 27, 2016 at 3:12 PM

Cc: exnihilo65@verizon.net, Shannon Hoppes <shannon.hoppes@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Hello Mr. Kuel. Yes, I did receive the letter a few days ago. We very much appreciate the letter and the information you point out. The Councilmember is still reviewing the issue, and we look forward to the information to be provided by the City Clerk's office to further assist his review.

Thank you, and please let me know if you have further questions.

Debbie

[Quoted text hidden]

—
Debbie Dyner Harris
District Director
Councilmember Mike Bonin



City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Rita Moreno <rita.moreno@lacity.org>

Wed, Jul 27, 2016 at 6:13 PM

To: exnihilo65@verizon.net

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

Please find attached the response letter from the Office of the City Clerk. The original will be sent via USPS.

Thank you.

Rita

On Wed, Jul 27, 2016 at 2:23 PM, Rita Moreno <rita.moreno@lacity.org> wrote:

[Quoted text hidden]

[Quoted text hidden]



Letter to William & Laura Kuel.pdf

726K

William Kuel <exnihilo65@verizon.net>

Fri, Aug 5, 2016 at 9:15 AM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Thank you for your response.

One question, at this point:

The letter from Shannon Hoppes dated July 27, 2016 says our letter will be forwarded "to the engineer who determined that the property will receive special benefit from the Venice Beach Business Improvement District."

If the engineer determines that our residential property does not, in fact, receive "special benefit" from the BID, does he/she have the authority to remove our parcel from the assessed list or recommend same?

For that matter, what is the criteria to determine "special benefit?"

Thank you,
Bill & Laura Kuel

[Quoted text hidden]

Rita Moreno <rita.moreno@lacity.org>

Fri, Aug 5, 2016 at 11:27 AM

To: Miranda Paster <miranda.paster@lacity.org>

Can you review this response:

Dear Mr. Kuel,

If the engineer determines that a particular parcel will not receive a special benefit, he/she has the authority to exclude or remove the parcel from the list of parcels to be assessed.

Proposition 218 defines "special benefit" as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large." The special benefit involves improvements, services and activities as indicated in the Management District Plan.

The engineer and the consultant, Devine Strategies, can assist you with more specific questions. Ms Tara Devine is copied on this message for follow-up.

Thank you.

Rita

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

To: Rita Moreno <rita.moreno@lacity.org>

Fri, Aug 5, 2016 at 11:37 AM

I would recommend using the language listed in prop 218 about the Eng determination for the first line.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png

Rita Moreno <rita.moreno@lacity.org>

To: Miranda Paster <miranda.paster@lacity.org>

Fri, Aug 5, 2016 at 12:52 PM

How's this:

Dear Mr. Kuel,

Proposition 218 states that "all assessments shall be supported by a detailed engineer's report..." and that only properties that receive a special benefit may be assessed. Therefore, the engineer makes the determination of which properties should be included in the district and the assessment level based on the proportionate amount of special benefit they will receive.

Proposition 218 defines "special benefit" as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large." The special benefit involves improvements, services and activities as indicated in the Management District Plan.

The engineer and the consultant, Devine Strategies, can assist you with more specific questions. Ms Tara Devine is copied on this message for follow-up.

Thank you.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

To: Rita Moreno <rita.moreno@lacity.org>

Fri, Aug 5, 2016 at 1:32 PM

Pursuant to Proposition 218, assessments for special benefits must be supported by a detailed Engineer's report. It defines "special benefit" as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large." The special benefits for parcels in this proposed district are listed in the Management District Plan and Engineer's Report. We are forwarding the ER to the Engineer to ensure that he is supporting the special benefits listed for your parcel.

[Quoted text hidden]

Rita Moreno <rita.moreno@lacity.org>

To: Miranda Paster <miranda.paster@lacity.org>

Fri, Aug 5, 2016 at 1:36 PM

Do you mean we are forwarding the email to the engineer since he likely has the ER?

[Quoted text hidden]

Rita Moreno <rita.moreno@lacity.org>

To: William Kuel <exnihilo65@verizon.net>

Fri, Aug 5, 2016 at 2:16 PM

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DyerHarris <debbie.dyerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Mr. Kuel,

Pursuant to Proposition 218, assessments for special benefits must be supported by a detailed Engineer's report. It defines "special benefit" as "a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large." The special benefits for parcels in this proposed district are listed in the Management District Plan and Engineer's Report (ER). We are forwarding the ER to the Engineer to ensure that he is supporting the special benefits listed for your parcel.

The Engineer and the consultant, Devine Strategies, can assist you with more specific questions. Ms Tara Devine is copied on this message for follow-up.

Thank you.

Rita

On Fri, Aug 5, 2016 at 9:15 AM, William Kuel <exnihilo65@verizon.net> wrote:

[Quoted text hidden]

[Quoted text hidden]

William Kuel <exnihilo65@verizon.net>

Mon, Aug 8, 2016 at 8:56 AM

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

Thank you Ms. Moreno.

Can you (or anyone CC'd in this email) please provide me the phone number and/or email address of the engineer (whom I presume to be Edward V. Henning)?

Bill Kuel

— Original Message —

From: Rita Moreno

To: William Kuel

Cc: Shannon Hoppes ; Debbie DynerHarris ; Miranda Paster ; Tara Devine ; Holly Wolcott

[Quoted text hidden]

Holly Wolcott <holly.wolcott@lacity.org>

Mon, Aug 8, 2016 at 9:48 AM

To: Miranda Paster <miranda.paster@lacity.org>

—— Forwarded message ——

From: "William Kuel" <exnihilo65@verizon.net>

Date: Aug 8, 2016 8:56 AM

Subject: Re: Proposed Venice BID & Residential Properties Zoned Commercial

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Tue, Aug 9, 2016 at 3:45 PM

To: Tara Devine <tara@devine-strategies.com>

Bcc: Rita Moreno <rita.moreno@lacity.org>

fyi

—— Forwarded message ——

From: William Kuel <exnihilo65@verizon.net>

Date: Mon, Aug 8, 2016 at 8:56 AM

Subject: Re: Proposed Venice BID & Residential Properties Zoned Commercial

To: Rita Moreno <rita.moreno@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>, Holly Wolcott <holly.wolcott@lacity.org>

[Quoted text hidden]

—
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Rita Moreno <rita.moreno@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Aug 9, 2016 at 3:50 PM

I don't have Ed's information. Do you?

[Quoted text hidden]

Tara Devine <tara@devine-strategies.com>

To: William Kuel <exnihilo65@verizon.net>

Tue, Aug 9, 2016 at 4:12 PM

Cc: Rita Moreno <rita.moreno@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Dear Bill:

It has been some time since we last spoke, but I wanted to respond to your most recent questions. Please keep in mind, as we discussed during the petition stage, it is zoning and not use that guides assessment district formation. In many communities across California, zoning and use are not consistent. Conditional uses, legal non-conforming uses, variances, etc. are also all part of the landscape that causes differences between zoning and use.

1) No, neither the Engineer nor I can remove your parcel from the proposed BID.

2) Here are some excerpts from the Engineer's Report that address the special benefits conferred on your multi-tenant residential use property (zoned commercial):

- "Special benefit" as defined by the California State Constitution means a distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

- The property uses within the boundaries of the BID that will receive special benefits from BID funded programs and services are currently a mix of commercial, industrial, government and residential. No parcels within the District are zoned solely residential. Services, programs and improvements provided and funded by the BID are primarily designed to provide special benefits as described below to identified assessed parcels and the array of land uses within the boundaries of the District.

- For residential parcels and residential portions of mixed use parcels within the BID (all located on commercial or industrial zoned parcels), it is the opinion of this Assessment Engineer that each of these parcels and uses specially benefit similarly to commercial/industrial parcels, from the clean and safe and district identity and special project programs designed to improve the cleanliness, security, marketability and livability of these parcels and residential units on them. Since the majority of residential units within the Venice Beach BID are used as business enterprises, live/work units, rental units, or vacation rental units whether single family units, apartments or residential condominiums, it is the opinion of this Assessment Engineer that each residential unit shall be treated as an existing or potential for-profit business enterprise, live/work unit, rental unit, or vacation rental unit. As such, the proportionate special benefits conferred on all residential parcels and units shall be considered similar to those conferred on commercial/industrial parcels within the Venice Beach BID. For these parcels, BID programs, services and improvements are designed to increase residential rental occupancies, rental income and return on investments. These programs, services and improvements are designed to improve commerce, security and aesthetic appeal for tenants, visitors and landlords of these parcels within the Venice Beach BID by reducing crime, litter and debris and increasing the safety and attractiveness of residential rental units within the BID and the nearby array of tourist related goods, services and activities, all considered necessary in a competitive properly managed tourist-based business district.

Please let me know if you'd like to discuss this further.

Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
645 West Ninth St., #110-293
Los Angeles, CA 90015
310.430.5121
tara@devine-strategies.com

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[Quoted text hidden]

William Kuel <exnihilo65@verizon.net>

To: Tara Devine <tara@devine-strategies.com>

Thu, Aug 11, 2016 at 12:10 PM

Cc: Rita Moreno <rita.moreno@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Debbie DynerHarris <debbie.dynerharris@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Thanks for your follow up, Tara, we appreciate it.

I understand that we will receive a "special benefit" under the engineer's definition; however, no more so than all the other completely-residential properties in the BID zone surrounding us that will be exempt because they are lucky enough to be zoned R1, including the numerous apartment units being run as short-term rentals in contravention of the spirit, if not law, of LA's rent control laws.

Simply put, the laws, propositions and bureaucratic rules we face being zoned C4 put us in a uniquely disadvantaged position as for as the Venice BID is concerned. We find this completely unfair, particularly as there is no apparent mechanism to appeal our particular situation before any governmental or regulatory agency.

We are not eligible for the "Just and Reasonable Rent Adjustment Program" and cannot afford to seek historic designation given the massive cost it would entail to restore our fourplex back to 1910 (not to mention the likely drop in market value we would face with such a designation).

We've begun to look into seeking a zone change to residential, but as we're not developers, the process appears extremely onerous and has no guarantee of success. If you know of anyone we could consult with to find out if this is at all a viable option, we would be much obliged. We don't want to beat our heads against the wall and spend all kinds of time and money if this isn't a realistic possibility.

Thank you,
William & Laura Kuel.

[Quoted text hidden]

Debbie DyerHarris <debbie.dyerharris@lacity.org>

Thu, Aug 11, 2016 at 12:22 PM

To: William Kuel <exnihilo65@verizon.net>, Ezra Gale <ezra.gale@lacity.org>

Cc: Tara Devine <tara@devine-strategies.com>, Rita Moreno <rita.moreno@lacity.org>, Shannon Hoppes <shannon.hoppes@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Holly Wolcott <holly.wolcott@lacity.org>

Hello William, if you would like to discuss a possible zone change, I'd recommend speaking with Ezra Gale, my office's Senior Planner. He is very familiar with the process and the Venice area, and can help answer some questions. I have copied him here if you would like to reach out.

Debbie

[Quoted text hidden]



Debbie Dyer Harris
District Director
Councilmember Mike Bonin
City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Tara Devine <tara@devine-strategies.com>

Fri, Aug 12, 2016 at 3:35 PM

To: Debbie DyerHarris <debbie.dyerharris@lacity.org>

Cc: Holly Wolcott <holly.wolcott@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, Ezra Gale <ezra.gale@lacity.org>, Miranda Paster <miranda.paster@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, William Kuel <exnihilo65@verizon.net>

Bill:

I would second Debbie's suggestion to contact their planning deputy, who may also be able to contact you with the right folks at City Planning for your area. That's a great place to start for information (and it's free :)

Warmest regards,
Tara

[Quoted text hidden]



Miranda Paster <miranda.paster@lacity.org>

ballot package for Venice

5 messages

Miranda Paster <miranda.paster@lacity.org>

Thu, Aug 4, 2016 at 12:28 PM

To: Rita Moreno <rita.moreno@lacity.org>

Hello.

Can you please send me the ballot package for Venice?

Thank you.

—

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http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Rita Moreno <rita.moreno@lacity.org>

Thu, Aug 4, 2016 at 12:37 PM

To: Miranda Paster <miranda.paster@lacity.org>

Attached are the documents included in the ballot packet together with the ballot and return envelope.
[Quoted text hidden]

—

Rita Moreno
City of Los Angeles
Office of the City Clerk
Neighborhood and Business Improvement District Division
200 N. Spring Street, 2nd Floor #237
Los Angeles, CA 90012
Office (213) 978-1122
Fax (213) 978-1130

3 attachments

 **Ballot Instructions 2016.pdf**
435K

 **VB 2016 MDP Summary.pdf**
1515K

 **Venice Beach 2017 Public Hearing Notice.pdf**
150K

Miranda Paster <miranda.paster@lacity.org>

Thu, Aug 4, 2016 at 1:56 PM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Hello.

Please note the ballot package for the proposed Venice Beach Business Improvement District.
[Quoted text hidden]

3 attachments

 **Ballot Instructions 2016.pdf**
435K

VB 2016 MDP Summary.pdf

 1515K

 **Venice Beach 2017 Public Hearing Notice.pdf**
150K

Debbie DynerHarris <debbie.dynerharris@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Thu, Aug 4, 2016 at 2:17 PM

thank you
[Quoted text hidden]



Debbie Dyner Harris
District Director
Councilmember Mike Bonin
City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Miranda Paster <miranda.paster@lacity.org>
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Thu, Aug 4, 2016 at 3:42 PM

You are welcome.
[Quoted text hidden]

City of Los Angeles CALIFORNIA

HOLLY L. WOLCOTT
CITY CLERK

SHANNON D. HOPPE
EXECUTIVE OFFICER



ERIC GARCETTI
MAYOR

OFFICE OF THE
CITY CLERK

**Neighborhood and Business
Improvement District Division**
200 N. Spring Street, Room 224
Los Angeles, CA 90012
(213) 978-1099
FAX: (213) 978-1130

MIRANDA PASTER
DIVISION MANAGER

clerk.lacity.org

MAILING DATE: July 8, 2016

Council File 16-0749

Council District 11

- NOTICE OF PUBLIC HEARING - TO ESTABLISH THE VENICE BEACH (PROPERTY-BASED) BUSINESS IMPROVEMENT DISTRICT

Notice is hereby given that the City Council of the City of Los Angeles will hold a public hearing to determine whether to establish the Venice Beach Business Improvement District ("District") and levy assessments. The hearing will be held on:

**Tuesday, August 23, 2016
10:00 a.m.
John Ferraro Council Chamber
Room 340
City Hall, 200 North Spring Street
Los Angeles, CA 90012.**

The public hearing will begin at 10:00 a.m. or as soon thereafter as this matter may be heard. At the public hearing to be held on August 23, 2016, the City Council will hear all interested persons for or against establishment of the District, the extent of the District, and the furnishing of specified types of improvements or activities, and may correct minor defects in the proceedings. After the City Council has closed the public hearing, the tabulation of the ballots shall take place in Room 223 of City Hall.

The City Clerk will certify the results of the tabulation of the ballots to the City Council at its meeting on Wednesday, August 24, 2016 at 10:00 a.m., or as soon thereafter as this matter may be heard, in the John Ferraro Council Chamber in Room 340 at City Hall, 200 North Spring Street, Los Angeles, California 90012. Depending on the results of the ballot tabulation, the City Council may consider adopting an ordinance establishing the District.

This notice lists the procedures for the completion, return and tabulation of assessment ballots. Included with this notice are 1) a summary of the Management District Plan for the proposed District, which includes the assessment formula, the total amount of the proposed

assessment chargeable to the entire District, the duration of the payments, the reason for the assessment, the basis upon which the amount of the proposed assessment was calculated, and the amount chargeable to each parcel, as set forth in the Management District Plan, which is incorporated by reference as though fully set forth herein; 2) an assessment ballot; 3) instructions for completion and submission of assessment ballot; and (4) a return envelope.

To complete the assessment ballot, the property owner should do the following: 1) verify that the information listed on the ballot is correct; 2) indicate his or her decision to either approve or disapprove of the District assessment by marking an "X" or other verifiable mark in the appropriate place; 3) complete and sign the ballot; and 4) insert the completed and signed ballot into the return envelope and submit it to the City Clerk's Office at 200 North Spring Street, Room 224 Los Angeles, California 90012. Completed and signed ballots may be returned to the City Clerk by mail or in person. **However, the ballot must be received by the City Clerk prior to the close of the public hearing.** At the conclusion of the public hearing, the City Clerk will tabulate the ballots. The ballots will be weighted according to the proportional financial obligation of the affected property.

The improvements and activities proposed for the District shall be funded by the levy of a special assessment on real property within the District. The City Council will not impose an assessment if there is a majority protest. A majority protest exists if the assessment ballots submitted, and not withdrawn, in opposition to the proposed assessment exceed the assessment ballots submitted, and not withdrawn, in its favor, weighting those assessment ballots by the amount of the proposed assessment to be imposed upon the identified parcel for which each assessment ballot was submitted.

Any person having a question or comment regarding City Council hearing proceedings, or regarding the establishment of the proposed District, may call the Neighborhood and Business Improvement District Division of the City Clerk's Office at (213) 978-1099 or fax to (213) 978-1130, and state such question or comment to the Deputy City Clerk assigned to answer inquiries.

Attachments:

Summary of the Management District Plan

Assessment Ballot

Instructions for Completion and Submission of Assessment Ballot

Return Envelope

SUMMARY OF THE VENICE BEACH PROPOSED PROPERTY BUSINESS IMPROVEMENT DISTRICT MANAGEMENT PLAN

ASSESSMENTS

The proposed assessment is a new assessment on your property. The proposed levy of assessment was certified by a California Registered Engineer and is described in detail with a narrative description of the services to be provided by the District. The full Management District Plan and Engineer's Report are available for viewing in their entirety online at <http://cityclerk.lacity.org/lacityclerkconnect/> by searching for Council File No. "16-0749" in the Criteria box after selecting "16-0749" from the search results. The Report from City Clerk dated 6/24/2016 contains the full Management District Plan. An electronic copy of the City Council adopted ordinance is also available in Council File No. "16-0749."

The Management District Plan and Engineer's Report are also available for inspection in person. Reference Council File 16-0749 at the City Clerk's Council and Public Services Office, City Hall, Room 395, Los Angeles, California 90012. Copies can also be requested by calling (213) 978-1099 between the hours of 8:00 a.m. and 5:00 p.m., Monday to Friday. Requests received for hard copies of the Management District Plan and Engineer's Report may be subject to the California Public Records Act.

The information below is quoted and/or summarized from the Management District Plan and is provided to meet mandated public hearing noticing requirements, pursuant to Section 53753 of the Government Code:

♦ **"The total amount of the proposed assessment chargeable to the entire district":**

The total District budget for the 2017 year of operation is approximately \$1,871,119. The following budget is listed on pages 4 to 7 of the Management District Plan:

Five (5) Year Budget Projections *

Costs by Category (Special + General Benefit)	2017	2018	2019	2020	2021	Percent
Clean & Safe Programs	\$1,365,917	\$1,434,213	\$1,505,923	\$1,581,220	\$1,660,281	73%
District Identity & Special Projects	\$130,978	\$137,526	\$144,403	\$151,623	\$159,205	7%
Administration & Management	\$374,224	\$392,935	\$412,582	\$433,211	\$454,872	20%
Total Budget	\$1,871,119	\$1,964,674	\$2,062,908	\$2,166,054	\$2,274,358	100%

*Assumes 5% yearly increase on all budget items funded by the Venice Beach Business Improvement District.
Note: Any accrued interest or delinquent payments will be expended in the above categories. Any annual budget surplus will be rolled into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses that are carried forward.

♦ **"The amount chargeable to the record owner's parcel":** For the first year, the amount applied to the record owner is specified in ownership detail on the attached Assessment Ballot. The full list of all assessed parcels in the District is included beginning on Page 6 of this notice.

(SEE THE ATTACHED **YELLOW** COLORED ASSESSMENT BALLOT, WHICH IS INCORPORATED WITH THIS NOTICE AS IF FULLY INCORPORATED HEREIN)

♦ **“The duration of the payments”**: From page 3 of the Management District Plan: “The District will have a 5-year life beginning January 1, 2017 and ending December 31, 2021.”

♦ **“The reason for the assessment”**: As summarized from the Management District Plan, but more specifically from pages 22, 25 and 26: “This special benefit program is designed to attract more commercial customers and clients, employees, tenants and investors which may, in turn, increase business volumes, sales transactions, commercial occupancies, commercial rental income and return on investments for each commercial/industrial parcel and business within the District...As determined by the District Steering Committee through surveys, discussion and refinement, the top priority for the District...is the ‘clean and safe’ programming. The second priority...is administration and management...A more distant third priority is district identity and special projects (website, newsletters, social media and other marketing and business attraction and promotion efforts.)...These programs and services support improved commerce, increased employment, business attraction and retention, increased property rental income, and an increase in service-oriented businesses such as restaurants and retail, which represent desired amenities within the District...” The programs are planned to “...improve livability for patrons, visitors, employees and residents within the District by reducing crime, litter and debris, all considered detractors if not contained and properly managed. All services enhance the image and viability of the individually assessed parcels within the District...It was agreed that the priorities should be comprehensively reassessed upon any renewal of the District.”

Existing City services will be enhanced, not replaced or duplicated, by District services. The services summarized below will provide special benefit to the parcels located within the District's boundaries.

Please refer to pages 22-26 of the Management District Plan for a detailed narrative of the proposed services, which are summarized below.

A summary of Services and Improvements is as follows:

1. Clean and Safe Programs

The Clean program will encompass all sidewalks, curbs and other rights-of-way of each parcel in the District that will be assessed and will include: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum removal, tree trimming and weeding and the cost of equipment necessary to provide these services.

The Safe program will provide patrol/ambassadorial services for each assessed parcel in the District and includes: personnel on foot, bike, or other vehicles (e.g. Segways, trucks, etc.), ambassadors (specially trained personnel able to provide directions, transit information, business information, event information, social service referrals, etc.), emergency assistance, crowd control, crime prevention activities (e.g. Neighborhood Watch), escort services and distribution of special bulletins (e.g. street closures, emergency alerts) and the cost of equipment necessary to provide these services.

2. District Identity and Special Projects

District Identity and Special Projects include activities such as the production and distribution of a quarterly newsletter, methods for measuring the level of satisfaction of businesses, employees and customers, and advertising and media exposure. Activities may also include holiday lighting, street banners, wayfinding, art installations and events.

3. Administration and Management

Administration and Management includes activities such as: operations, professional services such as legal, accounting and insurance. It also includes the production of quarterly and annual reports and budgets, the facilitation of regular Owners' Association meetings, and participation in professional peer and best practices forums. A key component is insuring the proper expenditure of District assessment funds consistent with the Management District Plan and in compliance with the City contract.

♦ "The basis upon which the amount of the proposed assessment was calculated":

Annual assessments are based upon an allocation of program costs by assessable footage. Three property assessment variables: building area, lot area, and frontage footage will be used in the calculation. Further, two benefit zones (Zone 1 and Zone 2) have been created due to the level of special benefit that will be derived from the assessment. As a result, each of the variables may be assigned different "weights" or percentage of value based on its relationship to programs or services to be funded. (See page 28 of the Management District Plan). It is noted that condominiums shall be assessed based on actual land area covered, condo building pad area and direct street frontage for each unit. (See page 30 in the Engineer's Report). No parcel that is zoned solely residential will be assessed.

For commercial, industrial and government parcel types, the interactive application of building and land areas and street frontage quantities are a proven method of fairly and equitably spreading special benefit costs to these beneficiaries of District funded services, programs and improvements. Each of these factors directly relates to the degree of special benefit each assessed parcel will receive from District funded activities.

Building area is a direct measure of the static utilization of each parcel and its corresponding impact or draw on BID funded activities such as district identity and special projects. In the opinion of the Assessment Engineer, the targeted weight of this factor, building area, should generate approximately 10% of the total District revenue. Building area will be assessed \$0.08 per square foot.

Lot area is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on District funded activities such administration and management. In the opinion of the Assessment Engineer, the targeted weight of this factor, lot area, should generate approximately 20% of the total District revenue. Lot area will be assessed \$0.11 per square foot.

Frontage is a direct measure of the current and future development capacity of each parcel and its corresponding impact or draw on BID funded activities such as clean and safe programs. In the opinion of the Assessment Engineer, the targeted weight of this factor, frontage, should generate approximately 70% of the total BID revenue. Frontage will be assessed \$29.00 (Zone 1) and \$14.50 (Zone 2) per linear foot.

PROPOSED VENICE BEACH BID SUMMARY

Page 27 of the Management District Plan lists the following proposed assessment methodology for 2017:

Proposed Venice Beach District Assessment Revenue by Source (2017 budget)

	District Totals	Unit	Rate	Total Assessment Revenue
Building	1,951,171	SF	\$0.08	\$156,094
Lot	3,293,946	SF	\$0.11	\$362,334
Frontage	56,965	LF	\$29.00 / \$14.50	\$1,333,980
				\$1,852,408

Zone 1 Assessment Revenue by Source (2017 budget)

	District Totals	Unit	Rate	Total Assessment Revenue
Building	896,513	SF	\$0.08	\$71,721
Lot	1,616,751	SF	\$0.11	\$177,843
Frontage	35,034	LF	\$29.00	\$1,015,971
				\$1,265,535

Zone 2 Assessment Revenue by Source (2017 budget)

	District Totals	Unit	Rate	Total Assessment Revenue
Building	1,054,658	SF	\$0.08	\$84,373
Lot	1,677,195	SF	\$0.11	\$184,491
Frontage	21,932	LF	\$14.50	\$318,008
				\$1,852,408

MAP OF THE DISTRICT AND PARCELS AFFECTED

PROPOSED VENICE BEACH BID SUMMARY

Parcel Number Assessment Roll

Zone	AIN	SA House Number	SA Direction	SA Street Name	SA Unit	Assessment	%
1	4226001900	26	W	MARKET ST		\$51,978.98	2.81%
1	4226001901	NONE		NONE		\$30,484.93	1.65%
1	4226001902	NONE		NONE		\$10,409.51	0.56%
1	4226001903	1502-1522	S	OCEAN FRONT WALK		\$20,722.86	1.12%
1	4226002900	2300		OCEAN FRONT WALK		\$71,432.90	3.86%
1	4226003001	2		BREEZE AVE		\$7,226.64	0.39%
1	4226003004	1011		OCEAN FRONT WALK		\$9,578.61	0.52%
1	4226003037	1007		OCEAN FRONT WALK		\$5,612.75	0.30%
1	4226004001	1101		OCEAN FRONT WALK		\$22,495.68	1.21%
1	4226005001	1201		OCEAN FRONT WALK		\$8,927.97	0.48%
1	4226005004	1217		OCEAN FRONT WALK		\$7,538.96	0.41%
1	4226005023	1211		OCEAN FRONT WALK		\$5,617.07	0.30%
1	4226006001	1301		OCEAN FRONT WALK		\$6,338.32	0.34%
1	4226006002	1305		OCEAN FRONT WALK		\$3,614.93	0.20%
1	4226006003	1307		OCEAN FRONT WALK		\$2,980.13	0.16%
1	4226006004	1313		OCEAN FRONT WALK		\$9,154.85	0.49%
1	4226007001	1401		OCEAN FRONT WALK		\$8,860.13	0.48%
1	4226007002	1415		OCEAN FRONT WALK		\$11,412.02	0.62%
1	4226007006	41		MARKET ST		\$2,181.08	0.12%
1	4226007007	45		MARKET ST		\$2,200.28	0.12%
1	4226007008	51		MARKET ST		\$2,290.76	0.12%
1	4226007009	57		MARKET ST		\$2,212.28	0.12%
1	4226007010	69		MARKET ST		\$4,436.56	0.24%
1	4226007011	73		MARKET ST		\$8,661.59	0.47%
1	4226007023	21		MARKET ST		\$9,285.02	0.50%
1	4226008001	1501		OCEAN FRONT WALK		\$5,432.88	0.29%
1	4226008002	1505		OCEAN FRONT WALK		\$2,069.80	0.11%
1	4226008003	14		MARKET ST		\$2,144.55	0.12%
1	4226008004	34		MARKET ST		\$2,036.80	0.11%
1	4226008005	38		MARKET ST		\$4,505.60	0.24%
1	4226008006	52		MARKET ST		\$2,245.44	0.12%
1	4226008007	60		MARKET ST		\$2,280.75	0.12%
1	4226008008	64		MARKET ST		\$2,353.78	0.13%
1	4226008009	72		MARKET ST		\$2,303.73	0.12%
1	4226008010	76		MARKET ST		\$2,252.64	0.12%
1	4226008011	1501		PACIFIC AVE		\$5,681.01	0.31%
1	4226008012	1509	S	OCEAN FRONT WALK		\$2,415.00	0.13%
1	4226008013	1513	S	OCEAN FRONT WALK		\$9,110.00	0.49%
1	4226008014	23		WINDWARD AVE		\$7,111.23	0.38%
1	4226008015	29		WINDWARD AVE		\$3,405.99	0.18%
1	4226008016	43	E	WINDWARD AVE		\$1,706.37	0.09%
1	4226008017	47	E	WINDWARD AVE		\$1,709.19	0.09%
1	4226008018	51		WINDWARD AVE		\$1,711.21	0.09%
1	4226008021	75		WINDWARD AVE		\$8,378.80	0.45%
1	4226008022	NONE		NONE		\$345.00	0.02%
1	4226008023	20	E	MARKET ST		\$4,647.00	0.25%
1	4226008024	57-67		WINDWARD AVE		\$7,825.45	0.42%
1	4226009001	NONE		NONE		\$14,963.79	0.81%
1	4226009012	66		WINDWARD AVE		\$2,042.48	0.11%
1	4226009013	64		WINDWARD AVE		\$1,848.28	0.10%
1	4226009014	52		WINDWARD AVE		\$3,995.98	0.22%

PROPOSED VENICE BEACH BID SUMMARY

1	4226009015	40		WINDWARD AVE		\$3,475.17	0.19%
1	4226009016	36	E	WINDWARD AVE		\$1,673.29	0.09%
1	4226009017	32	E	WINDWARD AVE		\$1,673.09	0.09%
1	4226009018	20		WINDWARD AVE		\$5,784.84	0.31%
1	4226009019	NONE		NONE		\$5,540.29	0.30%
1	4226009020	1697		PACIFIC AVE		\$29,892.88	1.61%
1	4226009021	70		WINDWARD AVE		\$1,939.36	0.10%
1	4226009022	80		WINDWARD AVE		\$5,527.19	0.30%
1	4226010001	1701		OCEAN FRONT WALK		\$8,451.84	0.46%
1	4226010011	31		18TH AVE		\$1,896.43	0.10%
1	4226010012	1715		PACIFIC AVE		\$2,284.75	0.12%
1	4226010013	NONE		NONE		\$2,030.40	0.11%
1	4226010014	1715		PACIFIC AVE		\$6,075.07	0.33%
1	4226010019	32		17TH AVE		\$2,139.60	0.12%
1	4226010020	32	E	17th AVE		\$2,017.20	0.11%
1	4226010021	1711	S	PACIFIC AVE		\$6,033.13	0.33%
1	4226010022	1713		OCEAN FRONT WALK		\$3,980.96	0.21%
1	4226010023	1733		OCEAN FRONT WALK		\$6,680.56	0.36%
1	4226011032	1801		OCEAN FRONT WALK		\$7,638.20	0.41%
1	4226011033	1815		OCEAN FRONT WALK		\$8,734.56	0.47%
1	4226011034	1809		OCEAN FRONT WALK		\$3,460.12	0.19%
1	4226013006	2017		OCEAN FRONT WALK		\$6,248.90	0.34%
1	4226013007	17	N	VENICE BLVD		\$4,728.58	0.26%
1	4226013008	31	N	VENICE BLVD		\$2,159.26	0.12%
1	4226013009	33	N	VENICE BLVD		\$2,152.70	0.12%
1	4226013010	35	N	VENICE BLVD		\$2,244.78	0.12%
1	4226013011	39	N	VENICE BLVD		\$2,209.90	0.12%
1	4226013012	49	E	VENICE BLVD		\$2,209.90	0.12%
1	4226013013	55	N	VENICE BLVD		\$2,903.02	0.16%
1	4226013016	2015		PACIFIC AVE		\$7,532.00	0.41%
1	4226013030	67	N	VENICE BLVD		\$4,421.40	0.24%
1	4226014018	64	N	VENICE BLVD		\$2,088.86	0.11%
1	4226014019	60	N	VENICE BLVD		\$2,157.90	0.12%
1	4226014024	32	N	VENICE BLVD		\$2,222.54	0.12%
1	4226014030	18	N	VENICE BLVD	NO A	\$1,725.27	0.09%
1	4226014031	18	N	VENICE BLVD	NO B	\$1,723.59	0.09%
1	4226014032	18	N	VENICE BLVD	NO C	\$1,725.27	0.09%
1	4226014033	18	N	VENICE BLVD	NO D	\$1,723.59	0.09%
1	4226014034	NONE		NONE		\$10,363.84	0.56%
2	4238002900	1234	S	PACIFIC AVE		\$27,614.22	1.49%
2	4238002902	1010		ABBOT KINNEY BLVD		\$24,020.88	1.30%
1	4238010001	200		WESTMINSTER AVE		\$12,837.30	0.69%
1	4238010009	233		SAN JUAN AVE		\$2,193.92	0.12%
1	4238010010	235		SAN JUAN AVE		\$2,193.92	0.12%
1	4238010011	237		SAN JUAN AVE		\$2,207.52	0.12%
1	4238010012	238		WESTMINSTER AVE		\$2,428.82	0.13%
1	4238010013	246		WESTMINSTER AVE		\$5,856.66	0.32%
1	4238010014	1340		MAIN ST		\$5,957.02	0.32%
1	4238010015	205		HORIZON AVE		\$2,268.29	0.12%
1	4238010016	207		HORIZON AVE		\$2,150.52	0.12%
1	4238011004	1312		PACIFIC AVE		\$4,346.24	0.23%
1	4238011005	1320		PACIFIC AVE		\$6,621.52	0.36%
1	4238011006	1400		PACIFIC AVE		\$4,420.00	0.24%
1	4238011007	1406		PACIFIC AVE		\$2,172.00	0.12%

PROPOSED VENICE BEACH BID SUMMARY

1	4238011008	1410		PACIFIC AVE		\$2,194.40	0.12%
1	4238011011	1426		PACIFIC AVE		\$6,656.00	0.36%
1	4238011012	123		MARKET ST		\$4,273.52	0.23%
1	4238011013	1419	S	INNES PL		\$2,004.00	0.11%
1	4238011014	1415		INNES PL		\$2,342.24	0.13%
1	4238011015	1411		INNES PL		\$3,662.56	0.20%
1	4238011016	1403		INNES PL		\$2,984.00	0.16%
1	4238011017	1401		INNES PL	UNIT A	\$4,450.72	0.24%
1	4238011021	1313		INNES PL		\$2,297.76	0.12%
1	4238011022	1307		INNES PL		\$2,199.84	0.12%
1	4238011023	1305	S	INNES PL		\$2,004.00	0.11%
1	4238011024	120		WESTMINSTER AVE		\$5,365.76	0.29%
1	4238011026	1312		INNES PL		\$2,230.16	0.12%
1	4238011027	1314		INNES PL		\$2,159.60	0.12%
1	4238011028	1320		INNES PL		\$2,156.64	0.12%
1	4238011029	1322		INNES PL		\$2,182.24	0.12%
1	4238011030	1313		INNES PL		\$4,516.00	0.24%
1	4238011031	1406		MAIN ST		\$6,437.20	0.35%
1	4238011033	1420		PACIFIC AVE		\$4,336.00	0.23%
1	4238011034	1303		MAIN ST		\$5,543.99	0.30%
1	4238011035	1305		MAIN ST		\$4,097.60	0.22%
1	4238011036	1317	S	INNES PL		\$9,022.88	0.49%
1	4238011038	1411	S	MAIN ST	1	\$1,442.67	0.08%
1	4238011039	1411	S	MAIN ST	2	\$1,442.67	0.08%
1	4238011040	1411	S	MAIN ST	3	\$1,439.95	0.08%
1	4238011041	1411	S	MAIN ST	4	\$1,439.95	0.08%
1	4238011042	1411	S	MAIN ST	5	\$1,434.99	0.08%
1	4238011043	1411	S	MAIN ST	6	\$1,434.99	0.08%
1	4238012001	202		HORIZON AVE		\$3,739.59	0.20%
1	4238012002	208		HORIZON AVE		\$3,500.58	0.19%
1	4238012003	1410		MAIN ST		\$2,067.79	0.11%
1	4238012004	1414		MAIN ST		\$2,150.09	0.12%
1	4238012005	1422		MAIN ST		\$2,149.48	0.12%
1	4238012006	1426		MAIN ST		\$7,918.87	0.43%
1	4238013001	1500		MAIN ST		\$7,882.62	0.43%
1	4238013002	1504		MAIN ST		\$2,074.26	0.11%
1	4238013003	209		WINDWARD AVE		\$2,463.69	0.13%
1	4238013004	211		WINDWARD AVE		\$2,535.64	0.14%
1	4238013005	213		WINDWARD AVE		\$2,509.65	0.14%
1	4238013006	215		WINDWARD AVE		\$2,728.00	0.15%
1	4238014003	1510		PACIFIC AVE		\$1,395.28	0.08%
1	4238014004	1512		PACIFIC AVE		\$4,707.38	0.25%
1	4238014005	105		WINDWARD AVE		\$4,732.75	0.26%
1	4238014006	121		WINDWARD AVE		\$14,646.22	0.79%
1	4238014007	185		WINDWARD AVE		\$13,692.56	0.74%
1	4238014009	1602		PACIFIC AVE		\$2,576.88	0.14%
1	4238014016	1500		PACIFIC AVE		\$8,962.48	0.48%
1	4238014017	1601	S	MAIN ST		\$21,584.96	1.17%
1	4238014900	1610, 1608	S	PACIFIC AVE		\$7,440.29	0.40%
2	4238018900	NONE		NONE		\$62,098.43	3.35%
1	4238021001	200		GRAND BLVD		\$7,637.40	0.41%
1	4238021025	205		VENICE WAY		\$1,682.79	0.09%
1	4238021026	1716		MAIN ST		\$6,359.92	0.34%
1	4238022001	2022		PACIFIC AVE		\$6,766.46	0.37%

PROPOSED VENICE BEACH BID SUMMARY

1	4238024900	2102	S	PACIFIC AVE		\$16,166.65	0.87%
1	4238024902	128	E	VENICE BLVD		\$8,215.66	0.44%
1	4238024903	206	N	VENICE BLVD		\$2,943.42	0.16%
1	4238024905	216	E	VENICE BLVD		\$2,629.74	0.14%
1	4238024906	302	E	VENICE BLVD		\$1,314.87	0.07%
1	4238024907	319, (319 E VENICE BLVD)	E	SOUTH VENICE BLVD		\$24,976.40	1.35%
1	4238024908	2106, (200 E VENICE BLVD)	S	CANAL ST		\$4,069.87	0.22%
1	4238024909	NONE		NONE		\$703.20	0.04%
1	4238024910	210	N	VENICE BLVD		\$1,314.87	0.07%
1	4238024911	125	S	VENICE BLVD		\$4,456.56	0.24%
1	4238025901	NONE		NONE		\$4,073.60	0.22%
1	4238025902	NONE		NONE		\$22,171.43	1.20%
1	4238025903	NONE		NONE		\$6,582.00	0.36%
2	4286003001	202		MAIN ST		\$2,977.65	0.16%
2	4286003003	241		HAMPTON DR		\$1,239.14	0.07%
2	4286003004	251		HAMPTON DR		\$1,239.14	0.07%
2	4286003007	213		ROSE AVE		\$4,288.08	0.23%
2	4286003008	217		ROSE AVE		\$2,513.82	0.14%
2	4286003009	219		ROSE AVE		\$4,755.94	0.26%
2	4286003010	259		HAMPTON DR		\$1,588.03	0.09%
2	4286003011	257		HAMPTON DR	APT 0007	\$2,819.72	0.15%
2	4286003013	251		HAMPTON DR		\$1,296.74	0.07%
2	4286003014	241		HAMPTON DR		\$1,239.14	0.07%
2	4286003015	228		MAIN ST		\$6,452.56	0.35%
2	4286003016	224		MAIN ST		\$3,226.28	0.17%
2	4286003019	206		MAIN ST		\$6,496.00	0.35%
2	4286003020	248		MAIN ST		\$5,812.08	0.31%
2	4286003021	212		MAIN ST		\$6,165.04	0.33%
2	4286004002	220		ROSE ST		\$9,550.73	0.52%
2	4286004004	212, (300 S MAIN ST)	E	ROSE ST		\$4,065.01	0.22%
2	4286004006	354		MAIN ST		\$19,525.52	1.05%
2	4286004007	321		HAMPTON DR		\$7,662.16	0.41%
2	4286004009	340	S	MAIN ST		\$15,714.40	0.85%
2	4286005010	300		ROSE AVE		\$37,043.79	2.00%
2	4286005011	350		HAMPTON DR		\$17,310.64	0.93%
2	4286006013	363		4TH AVE		\$3,583.00	0.19%
2	4286006015	364		3RD AVE		\$3,852.25	0.21%
2	4286006016	360		3RD AVE		\$1,588.80	0.09%
2	4286006017	354		3RD AVE		\$2,171.60	0.12%
2	4286006018	346		3RD AVE		\$3,596.00	0.19%
2	4286006034	370	E	ROSE ST		\$45,421.34	2.45%
2	4286006035	345		4TH AVE		\$6,672.02	0.36%
2	4286006037	351		SUNSET AVE	1	\$707.19	0.04%
2	4286006038	351		SUNSET AVE	2	\$705.59	0.04%
2	4286006039	351		SUNSET AVE	3	\$705.59	0.04%
2	4286006040	351		SUNSET AVE	4	\$705.59	0.04%
2	4286006041	351		SUNSET AVE	5	\$705.59	0.04%
2	4286006042	351		SUNSET AVE	6	\$707.19	0.04%
2	4286007001	602		HAMPTON DR		\$4,407.68	0.24%
2	4286007005	618		HAMPTON DR		\$3,646.13	0.20%
2	4286007015	351		VERNON AVE		\$6,760.00	0.36%
2	4286007018	344		SUNSET AVENUE		\$2,398.00	0.13%
2	4286007019	342		SUNSET AVENUE		\$2,385.20	0.13%
2	4286007020	340		SUNSET AVENUE		\$2,374.46	0.13%

PROPOSED VENICE BEACH BID SUMMARY

2	4286007021	334		SUNSET AVENUE		\$2,253.86	0.12%
2	4286007022	320		SUNSET AVENUE		\$5,020.00	0.27%
2	4286007023	318		SUNSET AVENUE		\$2,110.00	0.11%
2	4286007024	314		SUNSET AVENUE		\$4,026.40	0.22%
2	4286007025	350		SUNSET AVE		\$6,760.00	0.36%
2	4286007026	608		HAMPTON DR		\$2,404.02	0.13%
2	4286007029	616		HAMPTON DR		\$4,713.07	0.25%
2	4286008001	702		HAMPTON DR		\$3,147.99	0.17%
2	4286008002	704		HAMPTON DR		\$1,156.81	0.06%
2	4286008003	706		HAMPTON DR		\$1,151.31	0.06%
2	4286008004	708		HAMPTON DR		\$1,140.42	0.06%
2	4286008005	710		HAMPTON DR		\$1,134.92	0.06%
2	4286008006	712		HAMPTON DR		\$1,126.67	0.06%
2	4286008007	714		HAMPTON DR		\$1,050.13	0.06%
2	4286008008	716		HAMPTON DR		\$1,222.28	0.07%
2	4286008009	718		HAMPTON DR		\$1,250.17	0.07%
2	4286008010	720		HAMPTON DR		\$2,640.23	0.14%
2	4286009001	603		HAMPTON DR		\$2,747.98	0.15%
2	4286009009	703		HAMPTON DR		\$1,616.58	0.09%
2	4286009012	719		HAMPTON DR		\$1,258.00	0.07%
2	4286009018	805		HAMPTON DR		\$4,011.08	0.22%
2	4286009022	220		SUNSET AVE		\$2,006.87	0.11%
2	4286009026	202, 204	E	SUNSET AVE		\$4,772.05	0.26%
2	4286009031	NONE		NONE		\$44.00	0.00%
2	4286009035	707		HAMPTON DR		\$2,957.60	0.16%
2	4286009038	615		HAMPTON DR	A101	\$291.35	0.02%
2	4286009039	615		HAMPTON DR	A102	\$291.35	0.02%
2	4286009040	615		HAMPTON DR	A103	\$258.23	0.01%
2	4286009041	615		HAMPTON DR	A104	\$258.23	0.01%
2	4286009042	615		HAMPTON DR	A105	\$258.23	0.01%
2	4286009043	615		HAMPTON DR	A106	\$258.23	0.01%
2	4286009044	615		HAMPTON DR	A107	\$258.23	0.01%
2	4286009045	615		HAMPTON DR	A108	\$258.23	0.01%
2	4286009046	615		HAMPTON DR	A109	\$291.35	0.02%
2	4286009047	615		HAMPTON DR	A110	\$291.35	0.02%
2	4286009048	615		HAMPTON DR	A111	\$291.35	0.02%
2	4286009049	615		HAMPTON DR	A201	\$304.07	0.02%
2	4286009050	615		HAMPTON DR	A202	\$291.35	0.02%
2	4286009051	615		HAMPTON DR	A203	\$291.35	0.02%
2	4286009052	615		HAMPTON DR	A204	\$304.07	0.02%
2	4286009053	615		HAMPTON DR	A301	\$283.91	0.02%
2	4286009054	615		HAMPTON DR	A302	\$283.91	0.02%
2	4286009055	615		HAMPTON DR	A303	\$251.59	0.01%
2	4286009056	615		HAMPTON DR	A304	\$250.95	0.01%
2	4286009057	615		HAMPTON DR	A305	\$251.59	0.01%
2	4286009058	615		HAMPTON DR	A306	\$251.59	0.01%
2	4286009059	615		HAMPTON DR	A307	\$250.95	0.01%
2	4286009060	615		HAMPTON DR	A308	\$251.59	0.01%
2	4286009061	615		HAMPTON DR	A309	\$283.91	0.02%
2	4286009062	615		HAMPTON DR	A310	\$283.91	0.02%
2	4286009063	615		HAMPTON DR	A311	\$283.91	0.02%
2	4286009067	721		HAMPTON DR		\$3,724.81	0.20%
2	4286009070	615		HAMPTON DR	B101	\$361.59	0.02%
2	4286009071	615		HAMPTON DR	B102	\$368.15	0.02%

PROPOSED VENICE BEACH BID SUMMARY

2	4286009072	615		HAMPTON DR	B103	\$361.59	0.02%
2	4286009073	615		HAMPTON DR	B104	\$328.47	0.02%
2	4286009074	615		HAMPTON DR	B105	\$328.47	0.02%
2	4286009075	615		HAMPTON DR	B201	\$360.55	0.02%
2	4286009077	615		HAMPTON DR	B301	\$354.15	0.02%
2	4286009078	615		HAMPTON DR	B302	\$354.15	0.02%
2	4286009079	615		HAMPTON DR	B303	\$354.15	0.02%
2	4286009080	615		HAMPTON DR	B304	\$321.83	0.02%
2	4286009081	615		HAMPTON DR	B305	\$321.19	0.02%
2	4286009083	615		HAMPTON DR	C101	\$361.75	0.02%
2	4286009084	615		HAMPTON DR	C102	\$361.75	0.02%
2	4286009085	615		HAMPTON DR	C103	\$361.75	0.02%
2	4286009086	615		HAMPTON DR	C104	\$361.75	0.02%
2	4286009087	615		HAMPTON DR	C301	\$356.71	0.02%
2	4286009088	615		HAMPTON DR	C302	\$356.71	0.02%
2	4286009089	615		HAMPTON DR	C303	\$356.71	0.02%
2	4286009090	615		HAMPTON DR	C304	\$356.71	0.02%
2	4286009091	NONE		NONE	NONE	\$342.15	0.02%
2	4286009092	NONE		NONE	NONE	\$342.15	0.02%
2	4286009093	615		HAMPTON DR	D301	\$347.51	0.02%
2	4286009094	615		HAMPTON DR	D302	\$347.51	0.02%
2	4286009095	615		HAMPTON DR	B202	\$480.44	0.03%
2	4286009100	700		MAIN ST	NO 1	\$432.64	0.02%
2	4286009101	700		MAIN ST	NO 2	\$410.24	0.02%
2	4286009102	700		MAIN ST	NO 3	\$437.44	0.02%
2	4286009103	700		MAIN ST	NO 4	\$419.04	0.02%
2	4286009104	700		MAIN ST	NO 5	\$459.04	0.02%
2	4286009105	700		MAIN ST	NO 6	\$457.44	0.02%
2	4286009106	700		MAIN ST	NO 7	\$454.24	0.02%
2	4286009107	700		MAIN ST	NO 8	\$452.64	0.02%
2	4286009108	700		MAIN ST	NO 9	\$447.84	0.02%
2	4286009109	700		MAIN ST	NO 10	\$444.64	0.02%
2	4286009110	700		MAIN ST	NO 11	\$437.44	0.02%
2	4286009111	700		MAIN ST	NO 12	\$436.64	0.02%
2	4286009112	700		MAIN ST	NO 13	\$432.64	0.02%
2	4286009113	700		MAIN ST	NO 14	\$438.24	0.02%
2	4286009114	700		MAIN ST	NO 15	\$459.04	0.02%
2	4286009115	700		MAIN ST	NO 16	\$392.64	0.02%
2	4286009116	700		MAIN ST	NO 17	\$368.64	0.02%
2	4286009117	700		MAIN ST	NO 18	\$446.24	0.02%
2	4286009118	700		MAIN ST	NO 19	\$427.84	0.02%
2	4286009119	700		MAIN ST	NO 20	\$423.04	0.02%
2	4286009120	700		MAIN ST	NO 21	\$422.24	0.02%
2	4286009121	700		MAIN ST	NO 22	\$412.64	0.02%
2	4286009122	700		MAIN ST	NO 23	\$411.04	0.02%
2	4286009123	700		MAIN ST	NO 24	\$407.04	0.02%
2	4286009124	700		MAIN ST	NO 25	\$486.24	0.03%
2	4286009125	815	S	HAMPTON ST		\$535.34	0.03%
2	4286009126	815	S	HAMPTON ST	2	\$496.14	0.03%
2	4286009127	815	S	HAMPTON ST	3	\$500.62	0.03%
2	4286009128	815	S	HAMPTON ST	4	\$496.94	0.03%
2	4286009129	815	S	HAMPTON ST	5	\$496.94	0.03%
2	4286009130	815	S	HAMPTON ST	6	\$496.94	0.03%
2	4286009131	815	S	HAMPTON ST	7	\$497.10	0.03%

PROPOSED VENICE BEACH BID SUMMARY

2	4286009132	815	S	HAMPTON ST	8	\$483.58	0.03%
2	4286009133	815	S	HAMPTON ST	9	\$506.78	0.03%
2	4286009134	815	S	HAMPTON ST	10	\$532.38	0.03%
2	4286009135	815	S	HAMPTON ST	10	\$379.19	0.02%
2	4286009136	815	S	HAMPTON ST	10	\$326.07	0.02%
2	4286010029	818		HAMPTON DR		\$3,173.67	0.17%
2	4286010036	826		HAMPTON DR		\$4,347.18	0.23%
2	4286010044	804		HAMPTON DR		\$11,791.22	0.64%
2	4286012012	808		MAIN ST		\$613.15	0.03%
2	4286012016	798		MAIN ST		\$1,390.44	0.08%
2	4286012029	796		MAIN ST		\$638.57	0.03%
2	4286012034	810		MAIN ST		\$619.79	0.03%
2	4286012035	812		MAIN ST		\$5,749.15	0.31%
2	4286012038	NONE		NONE		\$1,623.19	0.09%
2	4286012039	NONE		NONE		\$4,722.87	0.25%
2	4286012044	NONE		NONE		\$1,352.80	0.07%
2	4286012045	NONE		NONE		\$1,112.74	0.06%
2	4286013031	916		MAIN ST		\$4,219.39	0.23%
2	4286013034	900		WASHINGTON BLVD		\$4,873.10	0.26%
2	4286015900	100		SUNSET AVE		\$35,933.09	1.94%
2	4286017026	255		MAIN ST	NO 101	\$406.89	0.02%
2	4286017027	255		MAIN ST	NO 102	\$387.29	0.02%
2	4286017028	255		MAIN ST	NO 103	\$387.29	0.02%
2	4286017029	255		MAIN ST	NO 104	\$387.29	0.02%
2	4286017030	255		MAIN ST	NO 105	\$387.29	0.02%
2	4286017031	255		MAIN ST	NO 106	\$387.29	0.02%
2	4286017032	255		MAIN ST	NO 107	\$391.85	0.02%
2	4286017033	245		MAIN ST	NO 108	\$391.85	0.02%
2	4286017034	245		MAIN ST	NO 109	\$387.29	0.02%
2	4286017035	245		MAIN ST	NO 110	\$387.29	0.02%
2	4286017036	245		MAIN ST	NO 111	\$387.29	0.02%
2	4286017037	245		MAIN ST	NO 112	\$387.29	0.02%
2	4286017038	245		MAIN ST	NO 113	\$387.29	0.02%
2	4286017039	245		MAIN ST	NO 114	\$391.85	0.02%
2	4286017040	235		MAIN ST	NO 115	\$391.85	0.02%
2	4286017041	235		MAIN ST	NO 116	\$387.29	0.02%
2	4286017042	235		MAIN ST	NO 117	\$387.29	0.02%
2	4286017043	235		MAIN ST	NO 118	\$387.29	0.02%
2	4286017044	235		MAIN ST	NO 119	\$387.29	0.02%
2	4286017045	235		MAIN ST	NO 120	\$387.29	0.02%
2	4286017046	235		MAIN ST	NO 121	\$387.29	0.02%
2	4286017047	245		MAIN ST		\$1,175.21	0.06%
2	4286017048	255		MAIN ST	NO 201	\$407.69	0.02%
2	4286017049	255		MAIN ST	NO 202	\$387.29	0.02%
2	4286017050	255		MAIN ST	NO 203	\$387.29	0.02%
2	4286017051	255		MAIN ST	NO 204	\$387.29	0.02%
2	4286017052	255		MAIN ST	NO 205	\$387.29	0.02%
2	4286017053	255		MAIN ST	NO 206	\$387.29	0.02%
2	4286017054	255		MAIN ST	NO 207	\$391.85	0.02%
2	4286017055	245		MAIN ST	NO 208	\$391.85	0.02%
2	4286017056	245		MAIN ST	NO 209	\$387.29	0.02%
2	4286017057	245		MAIN ST	NO 210	\$387.29	0.02%
2	4286017058	245		MAIN ST	NO 211	\$387.29	0.02%
2	4286017059	245		MAIN ST	NO 212	\$387.29	0.02%

PROPOSED VENICE BEACH BID SUMMARY

2	4286017060	245		MAIN ST	NO 213	\$387.29	0.02%
2	4286017061	245		MAIN ST	NO 214	\$391.85	0.02%
2	4286017062	235		MAIN ST	NO 215	\$391.85	0.02%
2	4286017063	235		MAIN ST	NO 216	\$387.29	0.02%
2	4286017064	235		MAIN ST	NO 217	\$387.29	0.02%
2	4286017065	235		MAIN ST	NO 218	\$387.29	0.02%
2	4286017066	235		MAIN ST	NO 219	\$387.29	0.02%
2	4286017067	235		MAIN ST	NO 220	\$387.29	0.02%
2	4286017068	235		MAIN ST	NO 221	\$387.29	0.02%
2	4286017069	235		MAIN ST	NO 222	\$412.65	0.02%
2	4286017070	235		MAIN ST	NO 223	\$422.01	0.02%
2	4286017071	235		MAIN ST	NO 224	\$412.65	0.02%
2	4286017072	255		MAIN ST	NO 301	\$421.85	0.02%
2	4286017073	255		MAIN ST	NO 302	\$401.53	0.02%
2	4286017074	255		MAIN ST	NO 303	\$401.53	0.02%
2	4286017075	255		MAIN ST	NO 304	\$403.53	0.02%
2	4286017076	255		MAIN ST	NO 305	\$401.53	0.02%
2	4286017077	255		MAIN ST	NO 306	\$401.53	0.02%
2	4286017078	255		MAIN ST	NO 307	\$404.17	0.02%
2	4286017079	235		MAIN ST	NO 308	\$404.17	0.02%
2	4286017080	235		MAIN ST	NO 309	\$401.53	0.02%
2	4286017081	245		MAIN ST	NO 310	\$401.53	0.02%
2	4286017082	245		MAIN ST	NO 311	\$403.53	0.02%
2	4286017083	245		MAIN ST	NO 312	\$401.53	0.02%
2	4286017084	245		MAIN ST	NO 313	\$401.53	0.02%
2	4286017085	245		MAIN ST	NO 314	\$404.17	0.02%
2	4286017086	235		MAIN ST	NO 315	\$404.17	0.02%
2	4286017087	235		MAIN ST	NO 316	\$401.53	0.02%
2	4286017088	235		MAIN ST	NO 317	\$401.53	0.02%
2	4286017089	235		MAIN ST	NO 318	\$403.53	0.02%
2	4286017090	235		MAIN ST	NO 319	\$401.53	0.02%
2	4286017091	235		MAIN ST	NO 320	\$401.53	0.02%
2	4286017092	235		MAIN ST	NO 321	\$401.53	0.02%
2	4286017093	245		MAIN ST		\$8,682.29	0.47%
1	4286027007	811		OCEAN FRONT WALK		\$2,364.41	0.13%
1	4286027008	815		OCEAN FRONT WALK		\$2,592.93	0.14%
1	4286027010	8		BROOKS AVE		\$8,972.40	0.48%
1	4286027013	909		OCEAN FRONT WALK		\$16,028.20	0.87%
1	4286027014	801		OCEAN FRONT WALK		\$13,857.28	0.75%
1	4286027015	11		BROOKS AVE	A	\$2,281.61	0.12%
1	4286027016	11		BROOKS AVE	B	\$2,297.93	0.12%
1	4286027017	11		BROOKS AVE	C	\$2,293.13	0.12%
1	4286027018	11		BROOKS AVE	D	\$2,296.65	0.12%
1	4286027019	819		OCEAN FRONT WALK		\$2,294.57	0.12%
1	4286027902	NONE		NONE		\$17,050.35	0.92%
1	4286028001	8, 10	E	SUNSET AVE		\$13,996.27	0.76%
1	4286028002	615		OCEAN FRONT WALK		\$3,918.96	0.21%
1	4286028010	715		OCEAN FRONT WALK		\$2,521.80	0.14%
1	4286028013	719		OCEAN FRONT WALK		\$2,409.66	0.13%
1	4286028016	717		OCEAN FRONT WALK		\$2,509.14	0.14%
1	4286028017	723		OCEAN FRONT WALK		\$8,937.43	0.48%
1	4286028020	11	E	THORTON AVE		\$2,219.33	0.12%
1	4286028021	9	E	THORTON AVE		\$2,500.13	0.13%
1	4286028022	619		OCEAN FRONT WALK		\$2,472.13	0.13%

PROPOSED VENICE BEACH BID SUMMARY

1	4286028023	7	E	THORTON AVE		\$2,436.13	0.13%
1	4286028024	621	S	OCEAN FRONT WALK		\$2,516.93	0.14%
1	4286028025	12	E	THORTON AVE		\$1,930.06	0.10%
1	4286028026	10	E	THORTON AVE		\$2,379.89	0.13%
1	4286028027	701	S	OCEAN FRONT WALK	MISSING	\$2,421.49	0.13%
1	4286028028	701	S	OCEAN FRONT WALK	MISSING	\$2,435.09	0.13%
1	4286028029	701		OCEAN FRONT WALK		\$2,430.29	0.13%
1	4286028030	701	S	OCEAN FRONT WALK	MISSING	\$2,374.29	0.13%
1	4286028031	701	S	OCEAN FRONT WALK	MISSING	\$2,347.09	0.13%
1	4286028902	NONE		NONE		\$13,038.98	0.70%
1	4286029012	511		OCEAN FRONT WALK		\$3,499.08	0.19%
1	4286029013	517		OCEAN FRONT WALK		\$6,375.84	0.34%
1	4286029017	523		OCEAN FRONT WALK		\$4,657.68	0.25%
1	4286029902	NONE		NONE		\$17,922.96	0.97%
1	4286030001	201		OCEAN FRONT WALK		\$5,868.64	0.32%
1	4286030002	201		OCEAN FRONT WALK		\$6,346.93	0.34%
1	4286030003	213		OCEAN FRONT WALK		\$2,629.61	0.14%
1	4286030006	301		OCEAN FRONT WALK		\$6,267.59	0.34%
1	4286030009	313		OCEAN FRONT WALK		\$2,667.57	0.14%
1	4286030011	319		OCEAN FRONT WALK		\$2,405.56	0.13%
1	4286030012	321		OCEAN FRONT WALK		\$8,127.65	0.44%
1	4286030013	5		ROSE AVE		\$9,813.54	0.53%
1	4286030017	317		OCEAN FRONT WALK	UNIT C	\$833.26	0.04%
1	4286030018	317		OCEAN FRONT WALK	UNIT B	\$916.46	0.05%
1	4286030019	317		OCEAN FRONT WALK	UNIT A	\$940.46	0.05%
1	4286030022	305		OCEAN FRONT WALK		\$2,788.79	0.15%
1	4286030023	309		OCEAN FRONT WALK		\$2,671.10	0.14%
1	4286030903	NONE		NONE		\$26,849.63	1.45%
1	4288029900	NONE		NONE		\$1,074.75	0.06%
1	4288029906	NONE		NONE		\$0.00	0.00%
1	4288029909	120		OCEAN FRONT WALK		\$5,091.40	0.27%
1	4288029910	NONE		NONE		\$750.58	0.04%
1	4288029914	NONE		NONE		\$333.89	0.02%
1	4288029916	NONE		NONE		\$0.00	0.00%
2	4286009013	719		HAMPTON DR		\$1,302.80	0.07%

INSTRUCTIONS FOR COMPLETING YOUR BUSINESS IMPROVEMENT DISTRICT ASSESSMENT BALLOT


SAMPLE BALLOT

Your completed ballot should contain owner name, signature, and date in two separate locations.

LOCATION ONE

**BOTH LOCATIONS
ONE & TWO MUST BE
COMPLETED**

LOCATION TWO

 **OFFICIAL BALLOT**
PRINTED: June 7, 2012

City of Long Beach
Office of the City Clerk
Asset Management Division
Business Improvement District Unit
333 West Ocean Blvd
Long Beach, CA 90805

**ASSESSMENT BALLOT TO FORM THE
LONG BEACH BID 2012-2016
PROPERTY BASED BUSINESS IMPROVEMENT**

(Pursuant to Section 53753 of the California Government Code)

Legal Owner: Property Owner 1

When voting, please mark "X" clearly. Mark one box only.

☒ **Yes.** I approve of the establishment of the LONG BEACH BID 2012-2016 property based Business Improvement District, which will result in the assessment of the amount(s) indicated below, on the parcel(s) identified on this ballot. My vote is weighted by the amount of my total proposed assessment: \$10,000.00

☐ **No.** I disapprove of the establishment of the LONG BEACH BID 2012-2016 property based Business Improvement District. My vote is weighted by the amount of my total proposed assessment: \$10,000.00

Property Owner's Name PROPERTY OWNER 1

Property Owner's or Duty Authorized Signature John Doe

Title PRESIDENT

Date JUNE 20 2012

STATEMENT OF AUTHORITY TO SIGN THIS BALLOT - (Must be completed by ballot signer)

I, JOHN DOE, hereby certify (or declare) under penalty of perjury under the laws of the State of California that I am legally authorized as owner, or legal representative of owner, to accept the levy of liens (assessment amounts) on the property(ies) listed below. This statement is true, correct, and complete to the best of my knowledge as of 6 / 20 / 12

BALLOT SIGNER'S SIGNATURE: John Doe

APN	Property Address	Proposed Assessment	%
1111111001	1 Main Street	\$10,000.00	0.0546%
Total Amount and %		\$10,000.00	0.0546%

LONG BEACH BID 2012-2016 Jan. 07, 2012 ID: 1

BALLOT INSTRUCTIONS: Property owner(s) MUST complete the following steps:

A) REVIEW YOUR BALLOT

- 1) Match your name to the name listed as the legal owner.
- 2) Ensure that the APN numbers and property addresses on your ballot match your property.
- 3) Review the proposed assessment charge(s) and the percentage of the district-wide assessment associated with each individual parcel and for all your properties.
- 4) Consider the options presented on the ballot.

Instructions continue on reverse →

B) MARK YOUR BALLOT

- 1) Fill in the box to either approve or disapprove the proposal listed in the ballot.
- 2) Fill out Property Owner's Name, Property Owner's or Duly Authorized Signature, your title, and the date (*location one*). This section affirms your ballot vote.
- 3) Read the Statement of Authority to Sign This Ballot. Complete the name, date and signature sections (*location two*). This section affirms your authority to vote for the property. (*Please see WHO CAN SIGN section below*)

C) SUBMIT BALLOT

You may submit your ballot in one of the following ways:

- 1) By Mail: **Place your completed ballot in the provided return envelope and mail to:**
200 N. Spring St., Room 224, Los Angeles, CA 90012
- 2) By Facsimile: (213) 978-1130
- 3) In Person: John Ferraro Council Chamber Room 340, City Hall, 200 N. Spring St., Los Angeles, CA 90012

Please note: Your ballot must be received prior to the public hearing scheduled to consider this matter. The date, time, and place of the hearing are included in the accompanying public hearing notice.

Ballots will be weighted according to the financial obligation of the owners of the affected properties.

WHO CAN SIGN THE BALLOT?

The property owner should fill out the assessment ballot. The following guidelines outline who can sign your ballot based on the ownership:

- If the property is owned by an individual, the individual must sign.
- If the property is owned by a corporation, the ballot may be signed for the corporation by any officers pursuant to Corporations Code Section 313 (i.e., the Chairman of the Board, President, or Vice President and the Secretary, any Assistant Secretary, the Chief Financial Officer, or any Assistant Treasurer) or pursuant to the by-laws or by resolution of the corporation's Board of Directors.
- If the property is owned by a partnership, any general partner may sign.
- If two or more persons own the property as tenants-in-common, any one tenant-in- common may sign for all.
- If two or more persons own the property in joint tenancy, any one joint tenant may sign for all.
- If a property is held by a married couple as community property, both must sign the assessment ballot.

NOTE: In the event that more than one of the record owners of an identified parcel submits an assessment ballot, the amount of the proposed assessment to be imposed upon the identified parcel shall be allocated to each ballot submitted in proportion to the respective record ownership interests or, if the ownership interests are not shown on the record, as established to the satisfaction of the agency by documentation provided by those record owners. (Government Code Section 53753[e][1])



Miranda Paster <miranda.paster@lacity.org>

BID description

2 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Aug 2, 2016 at 12:58 PM

Hi Miranda, I hope you are doing well. There has been a lot of negative and incorrect information about the Venice BID floating around lately and we wanted to put more accurate info out. I wanted to run this by you to make sure we have our facts correct. If you can get back to me today that would be awesome. Thanks!
Debbie

WHAT IS A BID?

A Business Improvement District, or BID, is a geographically defined area in which property owners form an assessment district to charge themselves a fee to pay for agreed upon services, activities and programs above and beyond those provided by the City of Los Angeles.

BIDs exist all over the United States, and are a common and popular tool to improve and beautify neighborhoods. Every major city in America has BIDs. San Francisco, San Diego, New York City all have multiple BIDs. There are more than 40 BIDs in the City of Los Angeles, in a wide and diverse range of communities, including in Downtown Los Angeles, Hollywood, Westchester, Brentwood, Pacific Palisades, Canoga Park, Encino, Leimert Park, South Los Angeles, and Wilmington.

BIDs can choose to provide a range of services to supplement those provided by the City. That can include cleaning and maintenance, additional security, special event programming, and marketing. The BID itself determines which services to provide through the fees raised by the special assessment district.

In the case of the Venice BID, assessed fees could be used for more frequent restroom cleaning, maintenance of the boardwalk, or additional security. The goal is to provide a safer and cleaner neighborhood for everyone to enjoy. Despite considerable attention and resources directed to the area, Venice Beach and nearby areas are still in dire need of the kind of extra attention that a BID could provide.

BACKGROUND ON BIDs AND ASSESSMENT DISTRICTS

A BID does not govern, manage or control public property. It is merely an assessment district that provides supplemental services to the neighborhood.

Assessment districts are quite common. For instance, in the state of California, that is how street lighting is paid for. Property owners determine whether or not they want street lighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed. Only property owners within the BID boundary pay anything extra.

In another example, a couple of years ago, property owners in a Mar Vista neighborhood voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, but they do not get exclusive use of the road in return. The roads still belong to the general public and all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets and would benefit from the improvement.

Under state law, businesses and property owners are allowed to use assessment districts to create BIDs.

Former Councilmember Bill Rosendahl urged property owners to form a BID as early as 2008, as did the Venice Neighborhood Council. Councilmember Bonin supported the formation of the BID as a candidate in 2012 and 2013, and has been publicly stating his support for it since taking office.

THE APPROVAL PROCESS

The Venice BID has gone through the exact same public process as each and every BID and other assessment district in Los Angeles, with a public hearing and input from property owners and people who love Venice. The

process includes petitions, public hearings, and an election.

To start a BID in Los Angeles, a group of property owners or business owners (the Venice BID is a property owner BID, not a business owner BID) get together to determine they want to create a BID to assess themselves to make improvements to the neighborhood. Once they determine they want to move forward, they hire a project manager who helps them determine proposed boundaries and proposed priority services. They then consult with the City Clerk to ensure that they follow the City's implementation processes and develop a boundary map and a management plan. Then the proposed BID is subject to a petition process. Petitions explaining the BID, its boundaries and what it would do are sent to all property owners within the BID boundaries. Property owners then submit their petitions with either a yes or no vote on whether or not they want a formal BID to be considered. Approval of the owners of a majority of the total value of the properties in the BID area is required to move forward (for example, if the combined property values in a bid area equal \$100, the owners of at least \$51 dollars worth of the properties must approve the BID for it to move forward). Following a public hearing, the City Council certifies the petitions. The next step is an actual election. Ballots are mailed to every property owner in the proposed BID area. To win approval, the proposed BID must win support from the owners of a majority of the total value of property who return ballots.

Because BIDs are assessment districts that levy fees on its members, state law restricts the voting to those being asked to pay, and though everyone gets to benefit from the improvements made by the BID, only the property owners paying for it get to vote in the BID election.



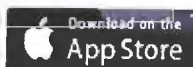
David Graham-Caso

Communications Director & Environmental Policy Advisor
Councilmember Mike Bonin
City of Los Angeles
213-473-7011 | www.11thdistrict.com



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Debbie Dyner Harris

District Director
Councilmember Mike Bonin
City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Miranda Paster <miranda.paster@lacity.org>
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Wed, Aug 3, 2016 at 9:49 AM

Hi Debbie.

Please call me if you have any questions. Please note the amendments below in bold (the Prop 218 ballot can not be called an election):

On Tue, Aug 2, 2016 at 12:58 PM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

Hi Miranda, I hope you are doing well. There has been a lot of negative and incorrect information about the Venice BID floating around lately and we wanted to put more accurate info out. I wanted to run this by you to make sure we have our facts correct. If you can get back to me today that would be awesome. Thanks!

Debbie

WHAT IS A BID?

A Business Improvement District, or BID, is a geographically defined area in which property owners form an assessment district to charge themselves a fee to pay for agreed upon services, activities and programs above and beyond those provided by the City of Los Angeles.

BIDs exist all over the United States, and are a common and popular tool to improve and beautify **commercial neighborhoods**. Every major city in America has BIDs. San Francisco, San Diego, New York City all have multiple BIDs. There are more than 40 BIDs in the City of Los Angeles, in a wide and diverse range of communities, including in Downtown Los Angeles, Hollywood, Westchester, **San Pedro (wouldn't mention Brentwood)**, Pacific Palisades, Canoga Park, Encino, Leimert Park, South Los Angeles, and Wilmington.

BIDs can choose to provide a range of services to supplement those provided by the City. That can include cleaning and maintenance, additional security, special event programming, and marketing. The BID itself determines which services to provide through the fees raised by the special assessment district.

In the case of the Venice BID, assessed fees could be used for more **frequent restroom cleaning (not listed - listed in bold below in the clean and safe category from the Management District Plan)**, maintenance of the boardwalk, or additional security. The goal is to provide a safer and cleaner **commercial** neighborhood.

Everyone can enjoy the special benefits provided by the proposed Venice Beach Business Improvement District. Despite considerable attention and resources directed to the area, Venice Beach and nearby areas are still in dire need of the kind of extra attention that a BID could provide.

Clean encompasses all sidewalk, curb and other right-of-way services in the District and includes: sweeping, litter removal, bulky item removal, enhanced emptying of trash cans, pressure washing/steam cleaning, graffiti/flyer/sticker/gum removal, tree trimming and weeding. Clean also includes the cost of equipment necessary to provide these services. Clean may also include property owner notification of conditions on private property that are unsafe or unfavorable to creating and preserving a clean and safe environment in the District (e.g. broken window/gate, vandalism, accumulated debris/garbage, etc.) Clean may also include notification to the City or other entities as appropriate (e.g. utilities) of any damage to public infrastructure or utilities.

BACKGROUND ON BIDs AND ASSESSMENT DISTRICTS

A BID does not govern, manage or control public property. It is merely an assessment district that provides supplemental services to the neighborhood.

Assessment districts are quite common. For instance, in the state of California, that is how street lighting is paid for. Property owners determine whether or not they want street lighting, and if they vote that they do, then each house which benefits from that light directly is assessed on their tax bills the amount of money to pay for it. Pedestrians and drivers also benefit peripherally as they get more lighting when they pass by, but since it is not direct and every single day, they are not assessed. Only property owners within the BID boundary pay anything extra.

In another example, a couple of years ago, property owners in a Mar Vista neighborhood voted to assess themselves money to do curb and gutter repairs in their neighborhood. Only those who front those streets and live with them every day are asked to vote and then pay the additional assessment fee, but they do not get exclusive use of the road in return. The roads still belong to the general public and all sorts of vehicular drivers, pedestrians and bicycle riders also may use the streets and would benefit from the improvement.

Under state law, businesses and property owners are allowed to use assessment districts to create BIDs.

Former Councilmember Bill Rosendahl *urged* **supported** property owners to form a BID as early as 2008, as did the Venice Neighborhood Council. Councilmember Bonin supported the formation of the BID as a candidate in 2012 and 2013, and has been publicly stating his support for it since taking office.

THE APPROVAL PROCESS

The Venice BID has gone through the exact same public process as each and every BID and other assessment district in Los Angeles, with a public hearing and input from property owners and people who love Venice. The process includes petitions, public hearings, and an **Proposition 218 ballot**.

To start a BID in Los Angeles, a group of property owners or business owners (the Venice BID is a property owner BID, not a business owner BID) get together to determine they want to create a BID to assess themselves to make improvements to the neighborhood. Once they determine they want to move forward, they hire a project manager who helps them determine proposed boundaries and proposed priority services. They then consult with the City Clerk to ensure that they follow the City's implementation processes and develop a boundary map and a management plan. Then the proposed BID is subject to a petition process. Petitions explaining the BID, its boundaries and what it would do are sent to all property owners within the BID boundaries. Property owners then submit their petitions with either a yes or no vote on whether or not they want a formal BID to be considered. Approval of the owners of a majority of the total value of the properties in the BID area is required to move forward (for example, if the combined property values in a bid area equal \$100, the owners of at least \$51 dollars worth of the properties must approve the BID for it to move forward). Following a public hearing, the City Council certifies the petitions. The next step is an actual Proposition 218 ballot. Ballots are mailed to every property owner in the proposed BID area. To win approval, the proposed BID must win support from the owners of a majority of the total value of property who return ballots.

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

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Counting my blessings - Sing and be Happy Today!

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Miranda Paster <miranda.paster@lacity.org>

Economic Development Committee

23 messages

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Thu, Jun 23, 2016 at 4:20 PM

To: Miranda Paster <miranda.paster@lacity.org>, Tara Devine <tara@devine-strategies.com>

The Councilmember would like the BID item to be heard at committee given how much interest there has been on this issue. He'd rather that hearing didn't happen at Council. I realize this may set us back but not necessarily as we can get it on next week's agenda.

Debbie



Debbie Dyner Harris
District Director
Councilmember Mike Bonin
City of Los Angeles
310-575-8461 | www.11thdistrict.com



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Tara Devine <tara@devine-strategies.com>

Thu, Jun 23, 2016 at 4:28 PM

To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>

Thank you. I will save the date for ED Committee.

Will it be possible to get it on the Weds council agenda, or are we looking at Friday?

I have had some bad experiences with items on the last day before recess not being approved prior to recess for purely procedural reasons.

Miranda - as an ordinance, how many votes does it require to be approved on a first reading? I always forget if it is 10 or 12.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Thu, Jun 23, 2016 at 5:16 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Hello.

A placeholder can be requested for Friday. I don't think it can be requested for Wednesday. I will ask. It takes 12 votes first reading.

I am dialing your number now Tara.

[Quoted text hidden]

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Tara Devine <tara@devine-strategies.com>
To: Miranda Paster <miranda.paster@lacity.org>

Thu, Jun 23, 2016 at 5:29 PM

Trying to extricate myself from a conference call. Stayed free all day but didn't expect a call this late.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: "Lid, Adam" <adam.lid@lacity.org>
Cc: "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Walters, Brian" <brian.walters@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>, Debbie DynersHarris <debbie.dynersharris@lacity.org>, "Alcaraz, Marisa" <marisa.alcaraz@lacity.org>, Justin Wesson <justin.wesson@lacity.org>, "Westall, Andrew" <andrew.westall@lacity.org>
Bcc: "Wolcott, Holly" <holly.wolcott@lacity.org>

Thu, Jun 23, 2016 at 6:17 PM

Hello.

CD11 would like to have the proposed Venice Beach Business Improvement District scheduled in the Economic Development Committee on Tuesday with a placeholder in Council on Wednesday. We have the completed City Clerk Report and Ordinance and will have the establishing documents tomorrow morning. Can you please set aside a Council File number and place the matter on the agendas?

Rita Moreno is the BID Analyst and can be reached at 978-1122 or me at 978-1111.

Thank you.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png

Adam Lid <adam.lid@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 8:20 AM

I'm still handling this Committee. I'll need your submittal through NOVUS by no later than Noon, today. Thanks!

[Quoted text hidden]

Adam R. Lid
Legislative Assistant II
Office of the City Clerk
Council and Public Services



Miranda Paster <miranda.paster@lacity.org>
To: Adam Lid <adam.lid@lacity.org>

Fri, Jun 24, 2016 at 8:25 AM

Thank you.

[Quoted text hidden]

Marisa Alcaraz <marisa.alcaraz@lacity.org>

Fri, Jun 24, 2016 at 9:47 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: "Lid, Adam" <adam.lid@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Walters, Brian" <brian.walters@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>, Debbie DynersHarris <debbie.dynersHarris@lacity.org>, Justin Wesson <justin.wesson@lacity.org>, "Westall, Andrew" <andrew.westall@lacity.org>

Will schedule for EDC.

—
Marisa Alcaraz | Policy Director
Office of Councilmember Curren D. Price, Jr.
City of Los Angeles, 9th Council District
200 N. Spring St, Ste 420, Los Angeles, CA 90012
TEL: 213-473-7009 | FAX: 213-473-5946



THE
NEW 9th
COUNCILMEMBER
CURREN D. PRICE, JR.

On Thu, Jun 23, 2016 at 6:17 PM, Miranda Paster <miranda.paster@lacity.org> wrote:

[Quoted text hidden]

Andrew Westall <andrew.westall@lacity.org>

Fri, Jun 24, 2016 at 10:05 AM

To: Marisa Alcaraz <marisa.alcaraz@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>, "Lid, Adam" <adam.lid@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Walters, Brian" <brian.walters@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>, Debbie DynersHarris <debbie.dynersHarris@lacity.org>, Justin Wesson <justin.wesson@lacity.org>, Alan Alietti <alan.alietti@lacity.org>, Erika Pulst <erika.pulst@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Candy Rosales <candy.rosales@lacity.org>

Placeholder fine for the Wed. June 29th Council agenda.

[Quoted text hidden]

—
Andrew J. Westall
Assistant Chief Deputy
Office of Council President Herb J. Wesson, Jr.
200 N. Spring Street, Room 430
Los Angeles, CA 90012
phone: (213) 473-7010
fax: (213) 485-9829
andrew.westall@lacity.org

www.herbwesson.com



Shannon Hoppes <shannon.hoppes@lacity.org>

Fri, Jun 24, 2016 at 10:12 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Erika Pulst <erika.pulst@lacity.org>, Adam Lid <adam.lid@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Alan Alietti <alan.alietti@lacity.org>

Miranda, if you have some of this ready to go, can you send it through Novus so CPS can issue it a Council file number? The numbers don't get generated until a document goes through Novus. This item is the only thing holding up the Wednesday agenda and since the placeholder has been written up, they can move it forward once the Council number is issued.

On Thu, Jun 23, 2016 at 6:17 PM, Miranda Paster <miranda.paster@lacity.org> wrote:

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 10:14 AM

To: Marisa Alcaraz <marisa.alcaraz@lacity.org>

Cc: "Lid, Adam" <adam.lid@lacity.org>, "Hoppes, Shannon" <shannon.hoppes@lacity.org>, "Walters, Brian" <brian.walters@lacity.org>, Rita Moreno <rita.moreno@lacity.org>, Rick Scott <rick.scott@lacity.org>, Debbie DynersHarris <debbie.dynersharris@lacity.org>, Justin Wesson <justin.wesson@lacity.org>, "Westall, Andrew" <andrew.westall@lacity.org>

Thank you Marisa.

On Fri, Jun 24, 2016 at 9:47 AM, Marisa Alcaraz <marisa.alcaraz@lacity.org> wrote:

[Quoted text hidden]

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 10:15 AM

To: Andrew Westall <andrew.westall@lacity.org>

Thank you Andrew.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 10:19 AM

To: Shannon Hoppes <shannon.hoppes@lacity.org>

Cc: Erika Pulst <erika.pulst@lacity.org>, Adam Lid <adam.lid@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Alan Alietti <alan.alietti@lacity.org>

I will have Rita walk the report up for signature and then upload to Novus.

[Quoted text hidden]

Erika Pulst <erika.pulst@lacity.org>

Fri, Jun 24, 2016 at 11:41 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Adam Lid <adam.lid@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Alan Alietti <alan.alietti@lacity.org>

Thanks. Has it been uploaded into Novus yet?

Erika Pulst
Council and Public Services
Office of the City Clerk
City of Los Angeles
(213) 978-1537



[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 11:57 AM

To: Erika Pulst <erika.pulst@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Adam Lid <adam.lid@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Alan Alietti <alan.alietti@lacity.org>

Yes and approved.

[Quoted text hidden]

Erika Pulst <erika.pulst@lacity.org>

Fri, Jun 24, 2016 at 11:59 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Shannon Hoppes <shannon.hoppes@lacity.org>, Adam Lid <adam.lid@lacity.org>, Sharon Gin <sharon.gin@lacity.org>, Alan Alietti <alan.alietti@lacity.org>

Thx!

Erika Pulst
Council and Public Services
Office of the City Clerk
City of Los Angeles
(213) 978-1537



[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>

Fri, Jun 24, 2016 at 2:50 PM

To: Debbie DyerHarris <debbie.dyerharris@lacity.org>

Cc: Tara Devine <tara@devine-strategies.com>, Rita Moreno <rita.moreno@lacity.org>

Hello.

Please ask the Councilmember to request the matter "FORTHWITH" in Ccl on Wednesday after it passes (should it pass with 12 votes).

Thank you.

[Quoted text hidden]

Counting my blessings - Sing and be Happy Today!

http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacitp_026712.png

Tara Devine <tara@devine-strategies.com>

Fri, Jun 24, 2016 at 2:53 PM

To: Miranda Paster <miranda.paster@lacity.org>

Read my mind. I will remember this on Council floor that day and remind whoever is staffing CM Bonin.

[Quoted text hidden]

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Fri, Jun 24, 2016 at 3:04 PM

To: Miranda Paster <miranda.paster@lacity.org>, Laura McLennan <laura.mclennan@lacity.org>

Cc: Tara Devine <tara@devine-strategies.com>, Rita Moreno <rita.moreno@lacity.org>

you bet, thanks!

[Quoted text hidden]

Debbie DynerHarris <debbie.dynerharris@lacity.org>

Fri, Jun 24, 2016 at 8:16 PM

To: Miranda Paster <miranda.paster@lacity.org>

Hi, can you double check on this one? thanks

----- Forwarded message -----

From: **John Gregory** <john.gregory@lacity.org>

Date: Fri, Jun 24, 2016 at 6:47 PM

Subject: Re: Economic Development Committee

To: debbie.dynerharris@lacity.org

Cc: Laura McLennan <laura.mclennan@lacity.org>

The placeholder doesn't appear to have made it on the agenda.

From: Debbie DynerHarris

Sent: Friday, June 24, 2016 5:45 PM

To: John Gregory

Reply To: Debbie DynerHarris

Cc: Laura McLennan

Subject: Re: Economic Development Committee

we have a placeholder as per andrew westhall

On Fri, Jun 24, 2016 at 5:32 PM, John Gregory <john.gregory@lacity.org> wrote:

Yeah, that's what I was trying to say, perhaps poorly.

I may have missed it, but I haven't been able to locate a BID ordinance on Wednesday's agenda: http://ens.lacity.org/clk/councilagendas/clkcouncilagendas3104284_06292016.html

On Fri, Jun 24, 2016 at 5:10 PM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

Venice. And there is no council next week, so it can't go to the next Wednesday, Yes, if it looks like we don't have 12 we should definitely consider pushing to friday. thanks

On Fri, Jun 24, 2016 at 4:07 PM, John Gregory <john.gregory@lacity.org> wrote:

What BID is this one?

On Fri, Jun 24, 2016 at 3:50 PM, John Gregory <john.gregory@lacity.org> wrote:

Hi Debbie,

I will make sure Mike requests forthwith and will ensure if they don't hit 12 members during the meeting, that they reconsider the item during Wednesday's meeting to avoid the need for a second reading at a subsequent meeting. Unfortunately, all ordinances have to go over to the following week, so Friday isn't doable.

If for some odd reason we don't get 12 members and this can't wait until after Recess for second consideration, it may be wise for us to continue it until Friday if we can get 12 members, in order for it to be adopted on the first reading. I doubt this will be necessary, but it's something that just occurred to me as a last resort option.

John

On Fri, Jun 24, 2016 at 3:13 PM, Debbie DynerHarris <debbie.dynerharris@lacity.org> wrote:

Hi John, the BID ordinance is making its way to Committee on Tuesday and, if all goes well, Council on Wednesday. We need 12 votes so this doesn't lose traction over recess- hopefully we'll get them. Can you please remind Mike that this needs to go forth with if we do get them? If it doesn't get 12 on Wednesday, how soon can it come back for a second vote? Is Friday doable?

Thanks

[Quoted text hidden]

John Gregory

Legislative Director

Councilmember Mike Bonin

City of Los Angeles

213-473-7011 | www.11thdistrict.com



[Sign Up for Mike's Email Updates](#)

John Gregory

Legislative Director

Councilmember Mike Bonin

City of Los Angeles

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Debbie Dyner Harris

District Director

Councilmember Mike Bonin

City of Los Angeles

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John Gregory
Legislative Director
Councilmember Mike Bonin
City of Los Angeles
213-473-7011 | www.11thdistrict.com

[Quoted text hidden]

[Quoted text hidden]

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Mon, Jun 27, 2016 at 10:03 AM

Hello.

It is item #16 on Wednesday.

Thanks.

[Quoted text hidden]

Debbie DynerHarris <debbie.dynerharris@lacity.org>
To: Miranda Paster <miranda.paster@lacity.org>

Mon, Jun 27, 2016 at 6:25 PM

my leg deputy didn't see it. thanks. i'll be there tomorrow and Wednesday too.

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: Debbie DynerHarris <debbie.dynerharris@lacity.org>

Tue, Jun 28, 2016 at 7:40 AM

I will see you there.

[Quoted text hidden]

From: Debbie DynerHarris [mailto:debbie.dynerharris@lacity.org]
Sent: Friday, June 24, 2016 11:53 AM
To: Miranda Paster
Cc: Tara Devine; Sap, Craig@Parks
Subject: Re: Call today?

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: "Sap, Craig@Parks" <Craig.Sap@parks.ca.gov>
Cc: Debbie DynerHarris <debbie.dynerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

Fri, Jun 24, 2016 at 12:36 PM

Thank you. We submitted the report w/ the letters you provided. Thank you again Craig.

[Quoted text hidden]

Sap, Craig@Parks <Craig.Sap@parks.ca.gov>
To: Miranda Paster <miranda.paster@lacity.org>
Cc: Debbie DynerHarris <debbie.dynerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

Fri, Jun 24, 2016 at 12:38 PM

Thanks! This was easy fix to a complicated issue.

Craig Sap

District Superintendent

Angeles District

1925 Las Virgenes

Calabasas, CA. 91302

(818) 880-0396 Office

(310) 699-1732 Cell

(818) 880-0359 FAX

Please note that my new email address is: craig.sap@parks.ca.gov

From: Miranda Paster [mailto:miranda.paster@lacity.org]
Sent: Friday, June 24, 2016 12:37 PM
To: Sap, Craig@Parks
Cc: Debbie DynerHarris; Tara Devine
Subject: Re: Call today?

[Quoted text hidden]

Miranda Paster <miranda.paster@lacity.org>
To: "Sap, Craig@Parks" <Craig.Sap@parks.ca.gov>

Fri, Jun 24, 2016 at 12:39 PM

Cc: Debbie DynerHarris <debbie.dynerharris@lacity.org>, Tara Devine <tara@devine-strategies.com>

Amen brother!

[Quoted text hidden]